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For The People & The Press

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Ideological News Sources: Who Watches and Why

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## Americans Spending More Time Following the News

*With a Commentary by Tom Rosenstiel, Director of the Pew Research Center's Project for Excellence in Journalism*

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## Ideological News Sources: Who Watches and Why

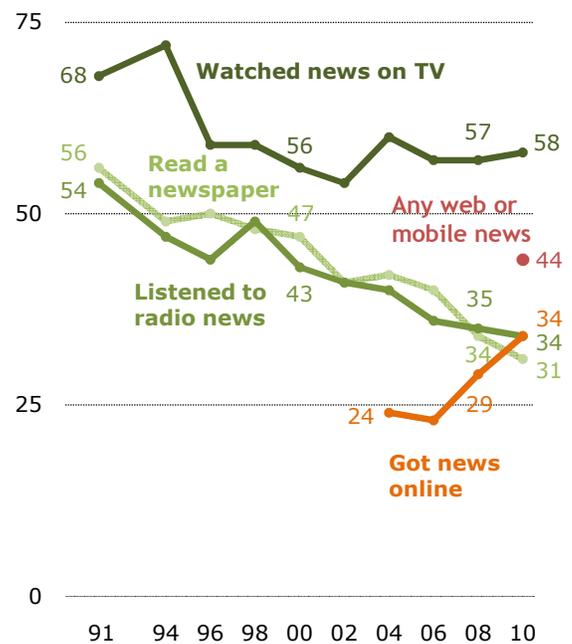
# Americans Spending More Time Following the News

There are many more ways to get the news these days, and as a consequence Americans are spending more time with the news than over much of the past decade. Digital platforms are playing a larger role in news consumption, and they seem to be more than making up for modest declines in the audience for traditional platforms. As a result, the average time Americans spend with the news on a given day is as high as it was in the mid-1990s, when audiences for traditional news sources were much larger.

Roughly a third (34%) of the public say they went online for news yesterday – on par with radio, and slightly higher than daily newspapers. And when cell phones, email, social networks and podcasts are added in, 44% of Americans say they got news through one or more internet or mobile digital source yesterday.

At the same time, the proportion of Americans who get news from traditional media platforms – television, radio and print – has been stable or edging downward in the last few years. There has been no overall decline in the percentage saying they watched news on television, and even with the continued erosion of print newspaper and radio audiences, three-quarters of Americans got news yesterday from one or more of these three traditional platforms.

**Where People Got News Yesterday**

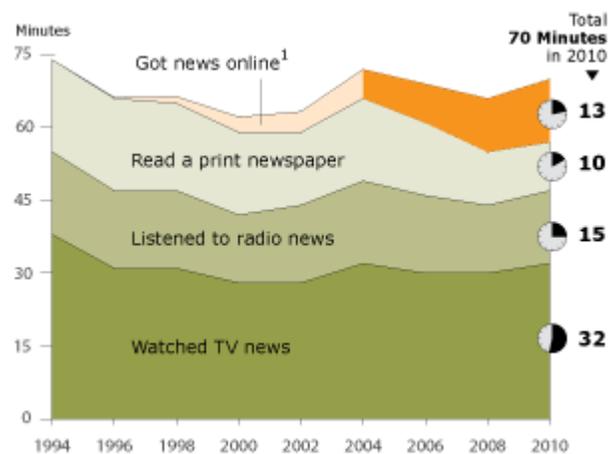


PEW RESEARCH CENTER June 8-28, 2010.

In short, instead of replacing traditional news platforms, Americans are increasingly integrating new technologies into their news consumption habits. More than a third (36%) of Americans say they got news from both digital and traditional sources yesterday, just shy of the number who relied solely on traditional sources (39%). Only 9% of Americans got news through the internet and mobile technology without also using traditional sources.

The net impact of digital platforms supplementing traditional sources is that Americans are spending more time with the news than was the case a decade ago. As was the case in 2000, people now say they spend 57 minutes on average getting the news from TV, radio or newspapers on a given day. But today, they also spend an additional 13 minutes getting news online, increasing the total time spent with the news to 70 minutes. This is one of the highest totals on this measure since the mid-1990s and it does not take into account time spent getting news on cell phones or other digital devices<sup>1</sup>.

### Minutes Spent With News Yesterday



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Estimated time getting news from each source. Online news includes newspapers read online. Online news "yesterday" not asked prior to 2004. Pre-2004 figures estimated from other data.

<sup>1</sup> Throughout this report, "online news" refers to news from newspaper websites or from online news sources generally. "Digital news" is a broader category that includes news from newspaper websites and other online sources, as well as news consumed through specific technologies, such as cell phones, email, RSS, Twitter, social networking and podcasts.

The biennial news consumption survey by the Pew Research Center for the People & the Press, conducted June 8-28 on cell phones and landlines among 3,006 adults, finds further evidence that the combination of digital and traditional platforms is leading to increased news consumption.

The groups that are driving the increase in time spent with the news – particularly highly educated people – are most likely to use digital *and* traditional platforms. Fully 69% of those with some post-graduate experience got news through a digital source yesterday; this also is the group that showed the largest rise in time spent with the news from 2006-2008 to 2010 (from 81 minutes yesterday to 96 minutes).

There also has been a modest increase in time spent with the news among those 30 to 64 – but not among older and younger age groups.

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### Increase in Time Spent with News Driven by the Highly Educated and Middle-Aged

	<b>2006-2008 Average</b>	<b>2010</b>	<b>Change</b>
Total minutes with news	67 mins	70 mins	+3
18-29	47	45	-2
30-39	64	68	+4
40-49	66	74	+8
50-64	75	81	+6
65+	82	83	+1
Post graduate	81	96	+15
BA/BS	79	80	+1
Some college	68	71	+3
HS or less	58	58	0

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Estimated time yesterday, in minutes, watching, listening to or reading news in newspapers, on radio, on television, or online. (Online news time added in 2004.)

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Digital platforms are supplementing the news diets of news consumers, but there is little indication they are expanding the proportion of Americans who get news on a given day. The vast majority of Americans (83%) get news in one form or another as part of their daily life. But even when cell phones, podcasts, social networks, email, Twitter and RSS feeds are accounted for, 17% of Americans say they got no news yesterday, little changed from previous years.

Moreover, while young people are most likely to integrate new technologies into their daily lives, they are not using these sources to get *news* at higher rates than do older Americans. Rather, those in their 30s are the only age group in which a majority (57%) reports getting news on one or more digital platforms yesterday.

The integration of traditional and digital technology is common among those in older age groups as well. Nearly half (49%) of people in their 40s, and 44% of those between 50 and 64, got news through one or more digital modes yesterday – rates that are comparable to those 18 to 29 (48%). Digital news consumption is low only among those ages 65 and older, just 23% of whom used one or more digital modes for news yesterday.

## Print Newspaper Decline Only Partially Offset by Online Readership

Only about one-in-four (26%) Americans say they read a newspaper in print yesterday, down from 30% two years ago and 38% in 2006. Meanwhile, online newspaper readership continues to grow and is offsetting some of the overall decline in readership. This year, 17% of Americans say they read something on a newspaper's website yesterday, up from 13% in 2008 and 9% in 2006.

But the online audience is only partially stemming the decline in the share of Americans who turn to newspapers; even when all online newspaper readership is included, 37% of Americans report getting news from newspapers yesterday, virtually unchanged from 39% two years ago, but down from 43% in 2006. (These percentages still may miss some people who access newspaper content indirectly through secondary online sources such as news aggregators or search engines.)

In general, daily newspaper readers tend to be older on average than the general public, but the regular readership of some of the major national newspapers – USA Today, the Wall Street Journal, and especially the New York Times – defy this trend. More than half of regular USA Today and Wall Street Journal (55% each) readers are younger than 50 – a profile that largely matches the nation as a whole (roughly 55% of all adults are between 18 and 49). Fully two-thirds (67%) of regular New York Times readers are younger than 50, with a third (34%) younger than 30 – making its audience substantially younger than the national average (55% younger than 50, 23% younger than 30).

The young profile of the regular New York Times readership is undoubtedly linked to the paper's success online. Nearly one-in-ten of internet users younger than 30 (8%) – and 6% of all internet users – volunteer the New York Times when asked to name a few of the websites they use most often to get news and information.

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### Print and Online Newspaper Readership

<i>Read yesterday...</i>	<b>2006</b>	<b>2008</b>	<b>2010</b>	<b>06-10 change</b>
Any newspaper*	43	39	37	-6
In print	38	30	26	-12
Online	9	13	17	+8
Print only	34	25	21	-13
Online only	5	9	11	+6
Both print & online	4	5	5	+1

PEW RESEARCH CENTER June 8-28, 2010. Q9,11,20. Figures may not add exactly to subtotals because of rounding.

\* Includes respondents who reported reading a newspaper yesterday as well as those who said they got news online yesterday and, when prompted, said they visited the websites of one or more newspapers when online (Q20).

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## Cable News Audiences in Flux

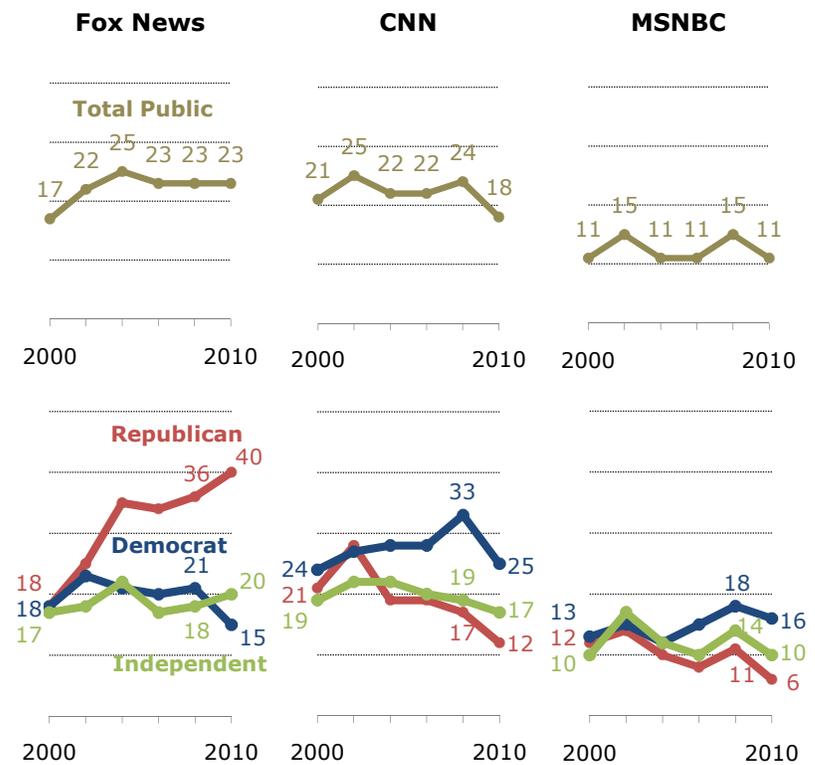
Overall, cable news continues to play a significant role in peoples' news habits – 39% say they regularly get news from a cable channel. But the proportions saying they regularly watch CNN, MSNBC and CNBC have slipped substantially from two years ago, during the presidential election.

Only Fox News has maintained its audience size, and this is because of the increasing number of Republicans who regularly get news there. Four-in-ten Republicans (40%) now say they regularly watch Fox News, up from 36% two years ago and just 18% a decade ago. Just 12% of Republicans regularly watch CNN, and just 6% regularly watch MSNBC.

As recently as 2002, Republicans were as likely to watch CNN (28%) as Fox News (25%). The share of Democrats who regularly watch CNN or Fox News has fallen from 2008.

### More Republicans Watching Fox News; CNN, MSNBC Lose Regular Viewers Since 2008

Percent who regularly watch...



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In terms of specific programs, Fox News hosts Sean Hannity, Glenn Beck and Bill O'Reilly have succeeded in attracting conservative and attentive audiences. This is also the case for radio host Rush Limbaugh.

Most of those who regularly watch O'Reilly (63%) and Hannity (65%) are 50 or older; 44% of the public is 50 or older. By contrast, the Daily Show and Colbert Report have the youngest audiences of any outlet included in the survey. Large majorities of those who say they regularly watch the Colbert Report (80%) and the Daily Show (74%) are younger than 50; 55% of public is 18 to 49.

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### Youngest and Oldest News Audiences

<i>Age of regular readers, viewers or listeners</i>	<b>18-49</b>	<b>50 and older</b>
	%	%
Colbert Report	80	20
Daily Show	74	26
New York Times	67	33
NPR	56	44
News magazines	55	45
Wall St. Journal	55	42
USA Today	55	44
<b>Total public</b>	55	44
Nightly news	37	62
Sunday shows	36	63
Bill O'Reilly	35	63
Sean Hannity	33	65

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## News Audiences' Political Views

Ideology continues to be closely associated with people's choice of certain news sources. Eight-in-ten Americans (80%) who regularly listen to Rush Limbaugh or watch Sean Hannity are conservative – roughly twice the national average of 36%. And at the other end of the spectrum, the New York Times, Keith Olbermann, the Daily Show, the Colbert Report and Rachel Maddow have regular audiences that include nearly twice the proportion of liberals than in the public.

News audiences also vary widely when it comes to opinions about current issues and topics. For instance, those who describe themselves as supporters of the Tea Party movement make up disproportionately large proportions of the audiences for Limbaugh's radio show and Fox News opinion programs. This also is the case for supporters of the NRA (National Rifle Association).

By contrast, supporters of gay rights make up large shares of regular New York Times readers, viewers of the Colbert Report and NPR listeners. Several ideologically divergent news audiences – including Wall Street Journal readers and viewers of the Colbert Report and Glenn Beck show – include larger-than-average percentages of self-described libertarians.

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## How News Audiences Describe their Views

*Percent of Americans who describe themselves as...*

<b>A Tea Party supporter: 25%</b>	<b>A gay rights supporter: 40%</b>	<b>An NRA supporter: 40%</b>	<b>Libertarian: 18%</b>
<i>% of audiences</i>	<i>% of audiences</i>	<i>% of audiences</i>	<i>% of audiences</i>
76 Rush Limbaugh	78 New York Times	76 Rush Limbaugh	33 Wall Street Journal
76 Glenn Beck	69 Colbert Report	73 Sean Hannity	29 Colbert Report
75 Sean Hannity	65 NPR	71 Glenn Beck	27 Glenn Beck
68 Bill O'Reilly	62 Daily Show	68 Bill O'Reilly	27 Political blogs
52 Fox News	62 Keith Olbermann	60 Fox News	27 Daily Show

PEW RESEARCH CENTER June 8-28, 2010 Q98a,e,g,h. Audience figures show the percent of regular readers, viewers or listeners who say these terms describe them. For full profiles of all audiences, see Section 4.

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## News Outlets' Appeal: From Breaking News to Entertainment

News audiences are drawn to different sources for different reasons. A substantial majority (64%) of regular CNN viewers say they turn to the network for the latest news and headlines; far fewer say they turn to CNN for in-depth reporting (10%), interesting views and opinions (6%) or entertainment (4%). Similarly, the main appeal of network evening news, USA Today and daily newspapers is the latest news and headlines.

Regular Fox News viewers offer somewhat different reasons for tuning into that network: 44% say they go to Fox for the latest news, but a sizable minority (22%) volunteers several reasons or say that all apply.

Regular readers of the Wall Street Journal and New York Times are drawn particularly by in-depth reporting; 37% and 33%, respectively, say they mostly read those papers for in-depth reporting, the highest percentages for any new outlet.

For the audiences of evening cable programs – whether liberal or conservative – interesting views and opinions are the primary appeal. That is the case for regular listeners of Rush Limbaugh as well, although many Limbaugh listeners cite multiple reasons or say that all apply.

### What Regular Audiences Like About Sources

Turn to source mostly for...

Regularly watch, read or listen to...	Latest headlines	In depth reporting	Views and opinions	Entertainment	(Vol.) Mix/All	(Vol.) Oth/DK	N
	%	%	%	%	%	%	
CNN	<b>64</b>	10	6	4	14	2	274
Network evening	<b>59</b>	13	8	6	9	5	470
Daily newspaper	<b>53</b>	7	8	8	18	4	690
USA Today	<b>52</b>	9	9	16	9	5	144
Fox News	<b>44</b>	11	11	5	22	6	386
MSNBC	<b>43</b>	12	15	13	13	2	167
Morning news	<b>39</b>	4	13	18	19	7	318
News magazines	<b>31</b>	23	20	6	16	5	275
Wall St. Journal	30	<b>37</b>	11	2	16	4	132
New York Times	30	<b>33</b>	11	4	18	4	153
Political blogs	27	10	29	10	11	12	307
Sunday talk shows	24	19	<b>37</b>	6	9	6	403
NPR	21	20	18	12	<b>28</b>	2	371
Hardball	19	19	<b>42</b>	7	10	3	120
Rachel Maddow	18	14	<b>33</b>	10	15	11	93
Sean Hannity	14	21	<b>39</b>	6	18	2	225
Keith Olbermann	14	16	<b>39</b>	11	14	6	90
O'Reilly Factor	11	20	<b>44</b>	6	18	2	341
Glenn Beck	10	24	<b>32</b>	6	23	4	223
Rush Limbaugh	10	15	<b>37</b>	7	28	4	185
Daily Show	10	2	24	<b>43</b>	20	1	194
Colbert Report	3	2	18	<b>53</b>	19	5	151

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Figures read across and are based on regular readers/viewers/listeners of each source.

For some news audiences, such as regular NPR listeners, no single reason stands out as to why people watch, read or listen: 28% of regular NPR listeners cite several, or all, of the reasons listed, while nearly as many say they listen for the latest news (21%) or for in-depth reporting (20%).

Entertainment is by far the biggest reason why regular viewers of the Colbert Report and the Daily Show tune into those programs; 53% of the regular Colbert audience and 43% of the Daily Show audience say they mostly watch those programs for entertainment. Yet entertainment also is a factor for many regular viewers of morning news shows (18%), readers of USA Today (16%) and other audiences.

## Fewer Liberals Enjoying the News

Overall, the share of Americans who say keeping up with the news is something they enjoy a lot has dipped, from a consistent 52% in recent biennial news consumption surveys, including 2008, to 45% in 2010.

The decline is linked to partisanship and ideology: in 2008 67% of liberal Democrats said they enjoyed the news a lot, compared with just 45% today. By contrast, about as many conservative Republicans say they enjoy keeping up with the news today as did so two years ago (57% now, 56% then). This has resulted in a switch in news enjoyment. Today, conservative Republicans enjoy keeping up with the news more than any other ideological and partisan group; just two years ago it was the liberal Democrats who held that distinction.

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### Fewer Liberal Democrats and Young People Enjoy News than in '08

<i>Enjoy keeping up with news "a lot"</i>	<b>2008</b>	<b>2010</b>	<b>Change</b>
	%	%	
Total	52	45	-7
Conserv Rep	56	57	+1
Mod/Lib Rep	47	39	-8
Independent	45	43	-2
Cons/Mod Dem	58	46	-12
Liberal Dem	67	45	-22
18-29	38	27	-11
30-49	49	43	-6
50-64	59	53	-6
65+	64	60	-4

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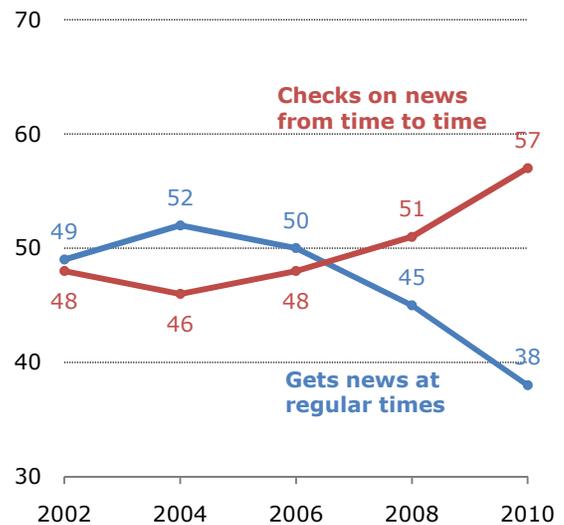
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## Other Key Findings

- While 26% of all Americans say they read a print newspaper yesterday, that figure falls to just 8% among adults younger than 30.
- Far more men (50%) than women (39%) get news on digital platforms, such as the internet and mobile technology, on any given day. Men are more likely to get news by cell phone, email, RSS feeds or podcasts than are women. But men and women are equally likely to get news through Twitter or social networking sites.
- More people say they mostly get news “from time to time” rather than at “regular times.” The percentage of so-called news grazers has increased nine points (from 48% to 57%) since 2006.
- Search engines are playing a substantially larger role in people’s news gathering habits – 33% regularly use search engines to get news on topics of interest, up from 19% in 2008.
- About three-in-ten adults (31%) access the internet over their cell phone, but just 8% get news there regularly.
- Most Facebook and Twitter users say they hardly ever or never get news there.

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### More Say They Graze for News



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- One-in-four adults (25%) who have Tivos or DVRs say they program them to record news programs.
- About eight-in-ten (82%) say they see at least some bias in news coverage; by a 43% to 23% margin, more say it is a liberal than a conservative bias.
- Roughly a third (35%) read a book yesterday, which is largely unchanged over the past decade. Of those, 4% read an electronic or digital book.
- The public struggled with a four-question current events quiz – just 14% answered all four correctly. But about half (51%) of regular Wall Street Journal readers aced the quiz, as did 42% of regular New York Times readers.
- Among news audiences, Obama gets his highest approval ratings among regular viewers of Keith Olbermann (84% approve) and Rachel Maddow (80%); his rating is nearly as high among regular readers of the New York Times (79%). Obama gets his lowest ratings among regular Sean Hannity viewers (7%) and Rush Limbaugh listeners (9%).
- Partisan gaps in media credibility continue to grow, with Republicans far more skeptical of most major news sources than Democrats. The one exception is Fox News, which twice as many Republicans believe all or most of (41%) than Democrats (21%).

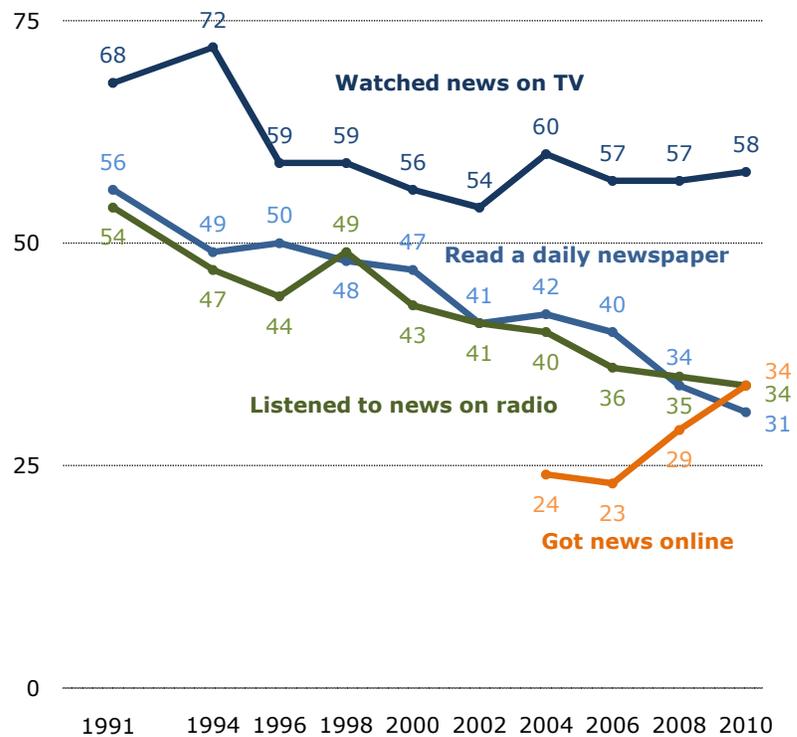
## SECTION 1: WATCHING, READING AND LISTENING TO THE NEWS

When asked if they had a chance to read a daily newspaper yesterday, just 31% of Americans say they read a newspaper, the lowest percentage in two decades of Pew Research Center polling. When online news consumers are later probed separately if they happened to read anything on a newspaper website, the total rises to 37%, but even this more inclusive measure of newspaper readership is on a downward trajectory. Four years ago 43% reported some kind of newspaper reading, in print or online. These percentages still may miss some people who access newspaper content indirectly through secondary online sources such as news aggregators or search engines.

Daily audiences for TV and radio, by contrast, are holding steady. Television remains the most prevalent source of news; 58% of Americans say they watched the news or a news program on television yesterday, a percentage that has changed little over the past decade. About a third (34%) say they listened to news on the radio yesterday, which is little changed from recent years, but far lower than during the 1990s.

The proportion turning to the internet for news continues to grow – 34% say they got news online yesterday in the latest survey, up from 29% in 2008 and 23% in 2006. And the overall reach of digital technologies is even broader – 44% say they got news yesterday from the internet, cell phones, social networks or podcasts.

**Trends in News Consumption “Yesterday”**



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The vast majority of Americans (83%) get news in one form or another as part of their daily life. But even with the availability of news over a wide range of new technologies, 17% of Americans say they got no news yesterday, a figure that is virtually unchanged from previous years. In the 2008 survey, 19% said they got no news yesterday – and that survey did not ask about getting news on a given day via cell phones or other digital technologies. Currently, 27% of adults under age 30 get no news on any given day; among the very youngest, ages 18 to 24, the number going newsless yesterday is 31%.

## The Array of Digital News Platforms

The share of Americans getting news on mobile devices or through online social networks on any given day is substantial, though far more people continue to get news from traditional news sources. Roughly one-in-ten Americans (9%) got news over a cell phone or smartphone yesterday, and the same percentage says they got news through a social networking site such as Facebook or Twitter.

A similar number (10%) says they got news through RSS feeds or a customizable webpage like My Yahoo or iGoogle. Email has a somewhat broader reach – 14% get news by email on any given day.

### More than a Third Used Traditional *and* Digital Platforms Yesterday

Where did you get news yesterday?	Total	18-24	25-29	30-39	40-49	50-64	65+
<b>Traditional Platforms</b>							
Television	58	39	44	49	60	65	75
Radio	34	22	31	38	42	38	25
Print newspaper	26	7	11	15	24	35	46
<b>One or more</b>	<b>75</b>	<b>53</b>	<b>64</b>	<b>70</b>	<b>80</b>	<b>83</b>	<b>83</b>
<b>Digital Platforms</b>							
Online*	34	32	36	46	40	36	18
Email	14	13	11	15	15	16	9
RSS/Custom webpage	10	12	17	18	10	9	2
Social networking/Twitter	9	13	15	21	9	5	1
Cell phone/Smartphone	9	15	14	14	11	6	1
Podcast	4	5	7	5	4	4	1
<b>One or more</b>	<b>44</b>	<b>48</b>	<b>48</b>	<b>57</b>	<b>49</b>	<b>44</b>	<b>23</b>
<b>Summary</b>							
Traditional only	39	20	30	25	39	44	62
Digital only	9	16	15	12	9	5	1
Both	36	32	34	45	41	39	21
No news yesterday	<u>17</u>	<u>31</u>	<u>21</u>	<u>18</u>	<u>12</u>	<u>11</u>	<u>16</u>
	100	100	100	100	100	100	100

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Q9, Q11, Q13, Q17, Q18, Q18a, Q49a, Q52a, Q55a, Q57a, Q61a, Q71.  
Figures may not add to 100% because of rounding.

\* Includes those who reported reading a newspaper online.

That about a quarter of adults (27%) under age 30 get no news on any given day – even when the array of mobile and online news sources are accounted for – is not new. The number of young people getting no news yesterday was comparably high in 2008 (29%) and 2006 (26%).

Even with their widespread adoption of modern communications technology – internet usage among those younger than 30 is nearly universal, 80% have profiles on social networking sites and 58% go online using their cell phones– fewer than half (48%) of young people got news over any kind of digital platform yesterday. In fact, more of those younger than 30 (57%) got news from traditional sources yesterday.

Instead, it is people in their 30s (30 to 39) who are the most likely to use digital technologies to get news. Fully 57% of those in their 30s say they got news through a digital platform yesterday – either online or mobile – the highest percentage of any age group. And 21% of those 30 to 39 say they got news through social networking or Twitter yesterday, which is higher than other age groups.

Many older Americans also use new technologies to get the news. Nearly half (49%) of people in their 40s got news yesterday through some internet or mobile source, as did 44% of those ages 50-64. Digital news drops off as a source only among those ages 65 and older (23%), largely because older Americans remain less likely to go online or use mobile technology. In many cases, seniors who do have the technology are just as likely to use it to get news as their younger counterparts (see *Section 2: Online and Digital News*).

While men and women are equally likely to get news from one or more traditional platform on a given day (75% of men, 74% of women), men are far more likely than women to get news digitally. Overall, half of men (50%) get news over some kind of online or digital platform on any given day, compared with 39% of women. Specifically, men are twice as likely as women (12% vs. 6%) to get news using cell phones, and more men than women also get news from email, RSS readers and customizable webpages. However, there is no gender gap in the percentage getting news through social networks or Twitter on any given day.

These gender differences persist across all age groups, but are particularly wide among younger adults. While 56% of men under 30 get news digitally on any given day, just 41% of young women do so. In fact, 20% of men in their late teens and twenties got *only* digital news yesterday – without any television, radio or print newspapers – compared with just 11% of women the same age.

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### Digital News Platforms: Gender, Race and Education

	Total	Men	Women	White	Black	Col grad	Some col	HS or less	\$75k +	\$30-\$75k	Less than \$30k
	%	%	%	%	%	%	%	%	%	%	%
Online*	34	40	30	38	20	55	38	18	54	36	19
Email	14	16	12	13	13	24	14	7	21	14	7
RSS/Custom webpage	10	13	8	10	10	15	13	6	15	10	9
Social network/Twitter	9	9	10	10	6	15	9	6	15	9	7
Cell phone/Smartphone	9	12	6	9	8	16	10	5	18	7	6
Podcast	4	5	3	3	5	4	4	4	6	4	4
<b>One or more</b>	<b>44</b>	<b>50</b>	<b>39</b>	<b>47</b>	<b>28</b>	<b>66</b>	<b>49</b>	<b>27</b>	<b>64</b>	<b>48</b>	<b>27</b>

PEW RESEARCH CENTER June 8-28, 2010. Q11, Q18, Q49a, Q52a, Q55a, Q57a, Q61a, Q71.

\* Includes those who reported reading a newspaper online.

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College graduates and higher income Americans typically express the greatest interest in news, and also have the broadest access to new technology in both their personal and work lives. Thus, not surprisingly, there are large educational and income differences in the use of internet and other digital technologies to get news. Two-thirds of college graduates (66%) got news through a digital source yesterday, compared with 27% of adults with no more than a high school degree. Similarly, 64% of people with family incomes of \$75,000 or more get digital news on any given day, compared with 27% of those with incomes of less than \$30,000.

## Television Still Has Broadest Reach

Even with the array of digital technology, the traditional news platforms of television, radio and print newspapers continue to reach a much broader segment of the public on any given day. Fully 75% of Americans report getting news from one or more of these mediums yesterday: 58% watching television news, 34% listening to news on the radio, and 26% reading a print newspaper. This compares to the 44% who got news over the internet or another digital platform. Even among the very youngest adults age 18-24, as many get news from television, print or radio (53%) as from a digital platform (48%) on any given day.

Among these sources, television stands apart not only because more people get news there, but also because people continue to spend more time getting news there than any other source. People getting TV news on any given day spend an average of 55 minutes doing so. This compares to 38 minutes

among people getting news online and 37 minutes among people reading a newspaper. Measured another way, 56% of television news watchers spend an hour or more with television news, compared with 40% of radio news listeners and just 25% of online news consumers and 19% of print newspaper readers.

And television remains the dominant source for older Americans – 75% of people age 65 and older watch television news on any given day, while just 23% are getting news online or from any kind of digital source.

### Television News Reaches More People for Longer

	Got news there yesterday %	Time Spent Among Users			
		Hour or more %	30-59 min %	Less than 30 min %	Average (minutes)
Television	58	56	30	14=100	55
Radio	34	40	26	34=100	45
Internet*	34	25	24	51=100	38
Print newspaper	26	19	38	43=100	37

PEW RESEARCH CENTER June 8-28, 2010. Q10, Q14, Q17, Q19. Figures may not add to 100% because of rounding.

\* Includes online newspapers.

## Print Newspapers' Decline

While there has been no decline in the share getting news on television, the percentage saying they read a newspaper yesterday continues to slip. Overall, 37% of Americans report reading any kind of newspaper – in print or online – yesterday. That compares with 39% two years ago and 43% in 2006. The decline since 2006 represents a steep dropoff in print newspaper readership that is only partially offset by growth in online newspaper readership.

This year, 26% of adults report reading a print newspaper on any given day, down from 30% two years ago and 38% in 2006. The decline over the past four year spans all age groups. Looking at all Americans under age 50, the share reading a print newspaper on a given day has fallen by nearly half, from 29% in 2006 to 15% today. Among those ages 50 and older, print newspaper readership fell from 50% to 40% over the same time period.

Meanwhile, online newspaper readership has grown, though not enough to counterbalance the print decline. Currently, 17% of Americans say they read a newspaper online yesterday or visited a newspaper website. This is up from 13% two years ago and 9% in 2006, but is still lower than the 26% who read the newspaper in print. People in their 20s, 30s, 40s, and 50s are all about equally likely to read newspapers online. The rate falls off among those ages 65 and older because fewer use the internet. Among seniors who use the internet, 17% read a newspaper online yesterday; that is comparable to the percentage of those under 65 who are online and read a newspaper (21%).

### Print and Online Newspaper Readership

Read any newspaper yesterday*	2006 %	2008 %	2010 %	06-10 change
Total	43	39	37	-6
18-24	27	21	20	-7
25-29	32	32	25	-7
30-39	36	33	33	-3
40-49	44	37	37	-7
50-64	50	44	45	-5
65+	58	56	50	-8

Read a print newspaper yesterday	2006 %	2008 %	2010 %	06-10 change
Total	38	30	26	-12
18-24	20	14	7	-13
25-29	25	19	11	-14
30-39	29	19	15	-14
40-49	37	26	24	-13
50-64	46	37	35	-11
65+	57	53	46	-11

Read a newspaper online yesterday*	2006 %	2008 %	2010 %	06-10 change
Total	9	13	17	+8
18-24	9	9	16	+7
25-29	8	17	18	+10
30-39	12	19	22	+10
40-49	13	16	19	+6
50-64	9	13	17	+8
65+	3	6	9	+6

PEW RESEARCH CENTER June 8-28, 2010. Q9, Q11, Q20. Those who read both a print and online newspaper are included in each individual category.

\* Also includes those who said they got news online yesterday and, when prompted, said they visited the websites of one or more newspapers when online (Q20).

## Time with the News

On average, the typical American spends 70 minutes watching, reading and listening to news on any given day. That is the highest level since the 2004 survey, which was conducted during the presidential campaign and amid rising violence in Iraq. The largest share of that time (32 minutes) is spent watching television news, 15% listening to news on the radio, and – reflecting the drop in overall readership – just 10 minutes reading a print version of the newspaper.

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### Time Spent with the News “Yesterday”

<i>Average minutes spent...</i>	<b>1994</b>	<b>1996</b>	<b>1998</b>	<b>2000</b>	<b>2002</b>	<b>2004</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>
Watching TV news	38	31	31	28	28	32	30	30	32
Listening to news on radio	17	16	16	14	16	17	16	14	15
Reading a newspaper*	19	19	18	17	15	17	15	11	10
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>8</u>	<u>11</u>	<u>13</u>
<b>Total</b>	<b>74</b>	<b>66</b>	<b>65</b>	<b>59</b>	<b>59</b>	<b>72</b>	<b>69</b>	<b>66</b>	<b>70</b>

PEW RESEARCH CENTER June 8-28, 2010. Q10, Q14, Q17, Q19. Figures may not add to 100% because of rounding. All averages are estimated based on self reported time spent watching TV news, reading newspapers, listening to news on the radio and getting news online. Online news added in 2004.

\* For 2006-2010 average minutes includes only time reading a print newspaper.

\*\* For 2006-2010 average minutes includes reading newspapers online.

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There is a consistently large gap in time spent on the news by age. Those who are younger than 30 spend just 45 minutes with the news on any given day. That compares with 68 minutes for people in their 30s, 74 minutes for people in their 40s, and more than 80 minutes for those people 50 and older.

Much of this is based on the fact that fewer younger people are getting *any* news on a given day, which brings down the average substantially. But even when younger people get news, they spend less time doing so than do older people. Those younger than 30 who got news yesterday spent, on average, 64 minutes doing so, compared with 85 minutes among those 30 and older.

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### Age and Time Spent with the News

	-----Average total minutes yesterday -----								
	<b>1994</b>	<b>1996</b>	<b>1998</b>	<b>2000</b>	<b>2002</b>	<b>2004</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>
18-29	56	44	48	42	38	45	49	46	45
30-39	69	60	53	50	57	70	65	63	68
40-49	75	65	65	58	56	73	64	67	74
50-64	83	79	69	64	71	82	76	74	81
65+	90	88	96	80	81	88	79	84	83

PEW RESEARCH CENTER June 8-28, 2010. Q10, Q14, Q17, Q19.

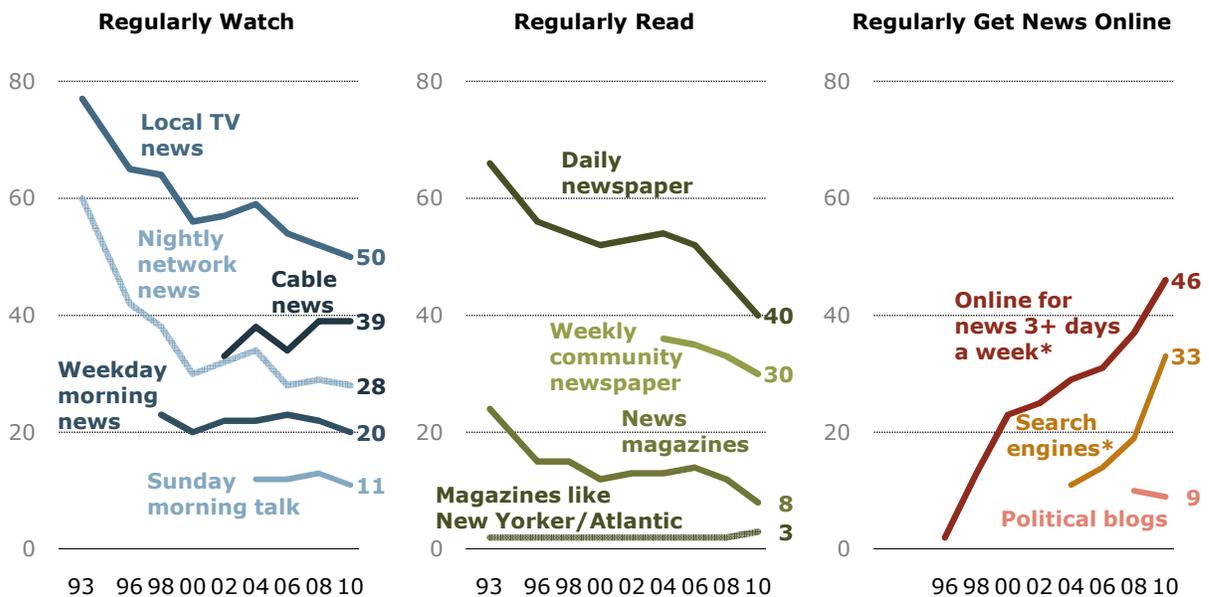
All averages are estimated based on total time spent watching TV news, reading a print version of the newspaper, listening to news on the radio and getting news online, including newspaper websites. Online news added in 2004.

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## Regular Sources of News

The relative stability in the number of adults who report getting television news on any given day is consistent with the trend in how many say they “regularly” get news from various types of television news programs. Following steep declines during the 1990s, the share who report regularly watching the national nightly network news programs has remained flat in recent years. Currently 28% watch the evening news regularly, little changed from 30% ten years ago. Roughly four-in-ten (39%) regularly watch cable news outlets, and half of Americans (50%) regularly watch the local TV news. Of these major TV news sources, only local news has experienced a significant decline over the past 10 years, from 56% in 2000 to 50% today.

### Trends in Regular News Sources



PEW RESEARCH CENTER June 8-28, 2010. Q28aF1,bF1,k,o,p, Q30a-d, Q41, Q43, Q46 based on total.

\* Search engine use and general news online three or more days a week. All other trends are percent who use “regularly.”

By contrast, every year the number of Americans who describe themselves as regular readers of newspapers continues to fall. Currently, 40% say they regularly read a daily newspaper either in print or online, down from 46% two years ago and 52% in 2006. The share regularly reading local weekly community newspapers has fallen from 35% in 2006 to 33% in 2008 to 30% today. And fewer are reading news magazines such as Time, U.S. News or Newsweek; just 8% now say they read news magazines regularly, down from 12% in 2008 and 14% in 2006.

Meanwhile, consistent with the measure of use yesterday, the internet continues to grow as a regular source of news. In the latest survey, 46% say they get news online either every day (32%) or three-to-five days a week (14%). This is up from 37% two years ago and 31% in 2006, and just 2% when the question was first asked in 1995. Much of this reflects the continued growth in the share of Americans who have access to the internet.

Search engines have seen a particular surge in usage as a source of news over the past two years. A third (33%) of adults today say they use search engines to search for news on a particular topic at least three days a week or more, up from 19% in 2008 and 14% in 2006. But political blogs have seen no such increase – just 9% of Americans say that they regularly read blogs about politics or current events, virtually unchanged from 10% two years ago.

## More Regularly Watching Fox News than CNN

### Regularly Watch, Read or Listen to...

	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010
<b>Cable Networks</b>	%	%	%	%	%	%	%	%	%	%
Fox News	--	--	--	17	17	22	25	23	23	23
CNN	30	33	26	23	21	25	22	22	24	18
MSNBC	--	--	--	8	11	15	11	11	15	11
CNBC	--	--	--	12	13	13	10	11	12	8
C-SPAN	6	9	6	4	4	5	5	4	5	4
<b>Evening News Shows</b>										
ABC World News	--	--	--	--	--	18	16	14	14	14
NBC Nightly News	--	--	--	--	--	20	17	15	13	12
CBS Evening News	--	--	--	--	--	18	16	13	8	8
<b>Radio</b>										
Talk radio shows		17	13	13	14	17	17	20	17	16
NPR	--	--	--	--	--	--	--	--	10	11
<b>Newspapers</b>										
New York Times	--	--	--	--	--	--	--	--	--	5
USA Today	--	--	--	--	--	--	--	--	--	4
Wall Street Journal	--	--	--	--	--	--	--	--	--	4

PEW RESEARCH CENTER June 8-28, 2010. Q28dF2-jF2, Q28I-n, Q31a-c, Q36.

\* Longer trends on NPR not applicable due to changes in question wording.

For the first time in over a decade of tracking both audiences, more Americans say they regularly watch Fox News (23%) than CNN (18%). From 2002 through 2008 Fox News and CNN had run about even in the size of their regular audience, and in 1998 and 2000

CNN had the larger audience. But over the past two years, CNN's regular audience has declined by six points while Fox News' has remained stable. MSNBC and CNBC, which have consistently had fewer regular viewers than the other two cable networks, have also seen substantial drop-offs over the past two years. The share that regularly watch MSNBC fell from 15% in 2008 to 11% in 2010, and over this period CNBC's regular audience fell from 12% to 8%.

The decline in regular CNN viewership – from 24% in 2008 to 18% today – spans many demographic and political groups. Fewer younger (under 30) and older people (50 and older) now say they watch CNN regularly. Notably, significantly more people age 65 and over now watch Fox News regularly (30%) than CNN (21%). Two years ago, those 65 and older were about as likely to regularly watch CNN (30%) as Fox News (29%).

The proportion of Democrats that reports watching CNN regularly has fallen from 33% in 2008 to 25% currently. As in 2008, about twice as many Democrats as Republicans regularly watch CNN (25% vs. 12%).

Meanwhile, regular viewership of Fox News, which was already politically polarized, has become even more partisan. Currently, 40% of Republicans say they regularly watch Fox News, compared with just 15% of Democrats. Two years ago, the partisan gap was narrower (36% of Republicans vs. 21% of Democrats). Independents continue to watch both cable news networks at about the same rate (17% regularly watch CNN, 20% regularly watch Fox News). (See Section 4, *Who Is Listening, Watching, Reading – and Why*, for a detailed look at the demographic and political profiles of the audiences for CNN, Fox News and other news sources.)

### Fewer Regular CNN Viewers

	CNN		Fox News		2010 N
	2008	2010	2008	2010	
	%	%	%	%	
Total	24	18	23	23	1509
Men	25	16	23	22	653
Women	22	20	23	24	856
18-29	22	13	19	17	246
30-49	21	19	23	21	392
50-64	26	18	26	26	489
65+	30	21	29	30	356
Republican	17	12	36	40	430
Democrat	33	25	21	15	493
Independent	19	17	18	20	487
College grad+	26	21	20	23	552
Some college	20	14	22	24	382
HS or less	25	18	26	23	568

PEW RESEARCH CENTER June 8-28, 2010.  
Q28gF2 & 28hF2.

## Opinion and Comedy Programming

A number of talk shows focusing on political opinions and humor appeal to relatively few regular viewers. One-in-ten Americans (10%) say they watch the O'Reilly Factor on Fox News regularly, unchanged from two years ago, but up from earlier in the decade. Glenn Beck's program, which airs earlier in the day on Fox News, is watched regularly by 7%. About the same percentage regularly watches Sean Hannity's program, which follows O'Reilly's program. Reflecting the network's smaller audience overall, talk and opinion shows on MSNBC have fewer regular viewers. Just 4% say they regularly watch Hardball with Chris Matthews, and 3% watch Rachel Maddow or Keith Olbermann regularly.

Seven percent of Americans say they regularly watch the Daily Show with Jon Stewart on Comedy Central – a regular audience which has grown over the past decade. Roughly the same number (6%) regularly watch the Colbert Report, which airs immediately following.

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### Regular Cable/Radio Program Audiences

	2002	2004	2006	2008	2010
	%	%	%	%	%
O'Reilly Factor w/Bill O'Reilly	6	8	9	10	10
Daily Show w/ Jon Stewart	2	3	6	5	7
Glenn Beck Show	--	--	--	--	7
Sean Hannity's show	--	--	--	7	6
Colbert Report w/Stephen Colbert	--	--	--	5	6
Rush Limbaugh's radio show	4	6	5	5	5
Hardball w/Chris Matthews	--	--	--	4	4
Rachel Maddow Show	--	--	--	--	3
Countdown w/ Keith Olbermann	--	--	--	3	3

PEW RESEARCH CENTER June 8-28, 2010. Q29a-i.  
 "Sean Hannity's show" trend to "Hannity and Colmes" in 2008.

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## What Young and Old Watch Regularly

One characteristic of the talk and opinion shows on both Fox News and MSNBC is that they tend to appeal to older audiences. The gap is particularly wide for the O'Reilly Factor, which is watched regularly by 16% of people 65 and older, and 5% of those under 30, but the same pattern applies to his fellow Fox News hosts Beck and Hannity. At MSNBC, Chris Matthews is watched regularly by 8% of older adults, and just 1% of 18-29 year olds, with smaller age differentials for Maddow and Olbermann.

Not surprisingly, the age pattern is the reverse for Comedy Central's programs. Among those younger than 30, 13% watch the Daily Show regularly, and the same number says they regularly watch the Colbert Report. Among people 65 and older, the figures are just 2% and 1%, respectively. Young people are about as likely to regularly watch these comedy shows as they are to regularly watch the network evening news, weekday morning news shows, or CNN.

## Partisan News Choices

While many of the most widely used news sources – such as local TV news, network evening news programs and daily newspapers, reach about as many Republicans as Democrats, the same cannot be said for many other news sources, which have become increasingly politicized over the past decade.

## News Sources by Age

<i>Regularly watch/ read/listen to...</i>	<b>Total</b> %	<b>18-</b>	<b>30-</b>	<b>50-</b>	<b>65+</b>
		<b>29</b> %	<b>49</b> %	<b>64</b> %	<b>65+</b> %
Local TV news	50	31	48	61	64
Daily newspaper	40	23	37	49	55
Community papers	30	17	28	38	39
Network evening	28	14	22	37	42
Fox News	23	17	21	26	30
Morning shows	20	12	18	24	28
CNN	18	13	19	18	21
Sunday shows	11	5	10	15	19
NPR	11	11	12	12	10
MSNBC	11	4	11	13	14
O'Reilly Factor	10	5	7	12	16
News blogs	9	6	10	12	8
News magazines	8	9	8	8	10
CNBC	8	4	8	9	10
Daily Show	7	13	8	5	2
Glenn Beck show	7	5	6	7	10
Hannity	6	2	5	8	10
Colbert Report	6	13	5	3	1
New York Times	5	8	5	3	5
Rush Limbaugh	5	3	5	5	8
USA Today	4	4	5	5	3
Wall Street Journal	4	4	4	4	3
Hardball	4	1	4	3	8
C-SPAN	4	2	4	3	5
Rachel Maddow	3	2	3	3	4
Countdown	3	2	3	3	4
N	3,006	507	766	952	735

PEW RESEARCH CENTER, June 8-28, 2010. Q28aF1, Q28gF2-m, Q28o, Q28p, Q29a-i, Q30a-d, Q31a-c, Q46. Sample size note: Network evening news, CNN, Fox News, MSNBC and CNBC items were asked of only half the sample.

As discussed above, 40% of Republicans regularly watch Fox News, compared with just 15% of Democrats. And this general partisan divide is magnified when political ideology is taken into account. Nearly half (48%) of conservative Republicans regularly watch Fox News, compared with 27% of moderate and liberal Republicans. Among Democrats, just 7% of liberals are regular Fox News viewers, compared with 18% of conservative and moderate Democrats.

Fox News is a top news source among conservative Republicans; the proportion saying they regularly watch Fox News (48%) is about equal to the percentages of conservative Republicans who watch local TV news (50%) or read a daily newspaper (47%). No single news network ranks among the top sources for other partisan groups.

The partisan tilt in viewership of Fox News is even greater for individual programs on the network. Over a quarter (27%) of conservative Republicans say they regularly watch the O'Reilly Factor, compared with 9% of moderate and liberal Republicans, 9% of independents, 4% of conservative and moderate Democrats, and 1% of liberal Democrats. Viewership patterns for Hannity and Beck are comparable.

### Where Partisans Turn for News and Opinion

Regularly watch/ read/listen to...	Total %				Among Reps		Among Dems	
		Rep %	Dem %	Ind %	Mod/ %	Cons/ %	Mod/ %	Lib %
Local TV news	50	51	54	48	50	54	61	40
Daily newspaper	40	45	41	38	47	41	43	40
Community papers	30	35	30	30	37	33	32	26
Network evening	28	27	30	27	23	33	32	24
Fox News	23	40	15	20	48	27	18	7
Morning shows	20	18	26	17	15	22	29	21
CNN	18	12	25	17	10	18	24	26
Sunday shows	11	11	13	11	11	11	14	13
NPR	11	6	14	14	6	8	10	23
MSNBC	11	6	16	10	5	7	17	18
O'Reilly Factor	10	21	3	9	27	9	4	1
News blogs	9	10	10	9	12	7	9	13
News magazines	8	7	10	8	7	9	8	16
CNBC	8	6	11	6	6	8	12	11
Daily Show	7	4	9	8	3	8	8	14
Glenn Beck show	7	14	2	7	19	5	2	*
Hannity	6	15	1	5	20	5	1	*
Colbert Report	6	3	7	7	2	5	5	11
New York Times	5	2	8	6	1	4	5	13
Rush Limbaugh	5	13	2	4	17	5	2	1
USA Today	4	6	4	4	7	4	4	3
Wall St Journal	4	6	3	5	7	4	3	3
Hardball	4	2	6	3	1	3	6	7
C-SPAN	4	3	5	3	2	3	6	3
Rachel Maddow	3	1	4	3	1	2	3	7
Countdown	3	*	5	2	*	1	5	7
N	3,023	841	961	993	580	238	612	307

PEW RESEARCH CENTER, June 8-28, 2010. Q28aF1, Q28gF2-m, Q28o, Q28p, Q29a-i, Q30a-d, Q31a-c, Q46.

Sample size note: Network evening news, CNN, Fox News, MSNBC and CNBC items were asked of only half the sample.

There also are differences in the other direction when it comes to MSNBC and its programs. For example, 7% of liberal Democrats say they regularly watch Rachel Maddow's program, compared with 3% of conservative and moderate Democrats, 3% of independents, 2% of moderate and liberal Republicans, and 1% of conservative Republicans.

There is a sharp partisan divide when it comes to reading the New York Times regularly – 8% of Democrats and just 4% of Republicans do so. Among liberal Democrats, 13% regularly read the Times, compared with 5% of conservative and moderate Democrats, 6% of independents, 4% of moderate and liberal Republicans, and just 1% of conservative Republicans. The Wall Street Journal is read more regularly by Republicans (6%) than Democrats (3%), though the ideological differences are less pronounced.

When it comes to radio, Democrats (14%) and independents (14%) are more likely than Republicans (6%) to say they regularly listen to NPR. Nearly a quarter of liberal Democrats (23%) regularly get news from NPR, compared with 10% of conservative and moderate Democrats, 8% of moderate and liberal Republicans and 6% of conservative Republicans. By contrast, 13% of Republicans (including 17% of conservative Republicans) say they regularly listen to Rush Limbaugh's radio program; that compares with just 4% of independents and 2% of Democrats.

## SECTION 2: ONLINE AND DIGITAL NEWS

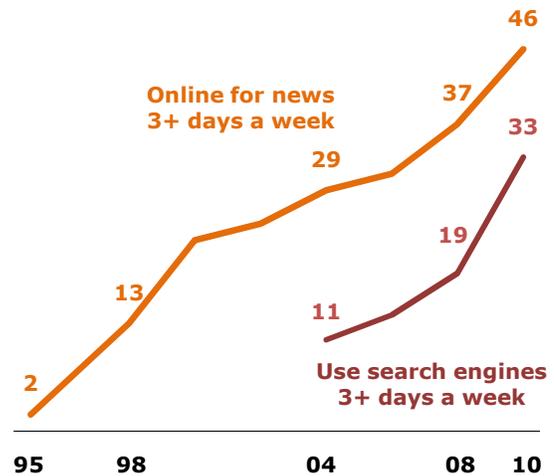
The internet is a regular news source for a majority of Americans – 57% regularly get news from at least one internet or digital source. Over the past several years, there has been a rise in the use of more traditional online technologies, like search engines, and a proliferation of new technologies, like news applications for mobile phones, and tablet computers, such as the iPad.

Nearly half (46%) of the public says they get news online three or more days a week, up from 29% in 2004 and 37% just two years ago. About a third (32%) gets news online every day, which is double the percentage that reported going online for news daily four years ago.

The use of search engines to find news has also increased substantially. A third (33%) of the public employs search engines, such as Google, Yahoo or Bing, three or more days a week to search for news on a particular subject of interest. That is up from 19% in 2008 and has tripled since 2004, when only 11% used search engines for news that frequently.

The public turns to other online technologies for news far less often. About one-in-ten regularly get news or news headlines by email (12%), through a customizable webpage or RSS reader (10%), or read blogs about politics or current events (9%). When it comes to newer technologies, 8% regularly get news on their cell phone or smartphone, 7% regularly get news through social networking sites and 5% regularly watch or listen to news podcasts. Only 2% of the public regularly gets

### Rise in Online News Consumption



PEW RESEARCH CENTER June 8-28, 2010. Q41 & Q43.

### New Online Technologies for News

Percent of the public who gets news through ...	Regularly %
Email	12
Customized homepage/RSS reader	10
Blogs	9
Cell phone/Smartphone	8
Social networking site	7
Podcasts	5
Twitter	2
iPad	1

PEW RESEARCH CENTER June 8-28, 2010. Q46, Q49, Q50, Q51, Q55, Q57, Q61 & Q70.

news through Twitter, and 1% uses their iPad or other tablet computer for news regularly.

## Regular Online News Consumption

There continue to be age, education, gender and racial differences in online news consumption. Although young adults are often on the leading edge of internet and digital technology adoption, those in their 30s and 40s – who are the most avid news consumers – are also the most likely to get news online. A majority (58%) of those ages 30 to 49 get news online at least three days a week, compared with 48% of those under 30 and 46% of people ages 50 to 64. Just 22% of those 65 and older regularly get news online.

College graduates continue to go online for news at much higher rates than do those with less education. About seven-in-ten (69%) college graduates get news online at least three days a week (including 53% who do so every day). By comparison, only 27% of those with a high school education or less regularly get news online at least three days a week.

More men than women regularly get news online (51% vs. 41%). Non-Hispanic whites (49%) also are significantly more likely than non-Hispanic blacks (31%) to get news online at least three days a week. Many of these demographic patterns partly reflect variations in internet use; still, there are substantial educational, racial and gender differences in going online for news even when internet use is taken into account.

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### Regular Online News Consumers

<i>Percent who get news online at least three days a week</i>	<b>General public</b>	<b>Among internet users</b>
	%	%
Total	46	56
Men	51	61
Women	41	51
White, non-Hispanic	49	58
Black, non-Hispanic	31	46
18-24	48	49
25-29	49	50
30-39	62	66
40-49	55	63
50-64	46	57
65+	22	43
College grad+	69	72
Some college	52	57
High school or less	27	40

PEW RESEARCH CENTER June 8-28, 2010. Q41.

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## Online News Sources

Many familiar names dominate the list of websites people go to most often for news and information. More than a quarter (28%) mention Yahoo – the most frequently mentioned website – and another 15% cite Google and 14% name MSN as one of the websites they use most often. Fewer mention AOL (7%) and their internet service provider (4%) as their top online sources for news.

Cable television news organizations also are among the most common websites for news and information – 16% cite CNN, 8% mention FOX, and 7% name MSNBC among the websites they use most often. Far fewer cite BBC (2%), ABC (2%), NBC (2%), NPR (1%) and CBS (1%).

Online news consumers also turn to the websites of national newspapers; 6% name the New York Times website, but USA Today (2%), the Wall Street Journal (2%) and the Washington Post (1%) are mentioned less often.

Only 2% cite the Drudge Report and 1% volunteer the Huffington Post as one of the websites they go to most often for news and information. And 1% mention Facebook as one of their top sources for news.

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## Where Do People Get News Online?

<i>Websites used most often ...</i>	<i>%</i>
Yahoo	28
CNN	16
Google	15
MSN	14
Local news sites	11
Fox	8
AOL	7
MSNBC	7
New York Times	6
Internet service providers	4
BBC	2
Drudge Report	2
ABC	2
USA Today	2
Wall Street Journal	2
NBC	2

PEW RESEARCH CENTER June 8-28, 2010. Q42.

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

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## Searching for News Online

Not only are Yahoo and Google among the most frequently mentioned websites for online news, but two-thirds of the public say they use search engines to find news on a particular subject. And Americans are using search engines more frequently than they were just two years ago. About a third (34%) of the public now use search engines at least three days a week, up from 19% in 2008. The increase is evident across most demographic groups.

Similar to two years ago, far more college graduates than those with a high school

education or less use search engines at least three days a week (50% vs. 20%). Those 65 and older are the least likely to use search engines.

Far fewer regularly get news through a customizable webpage or RSS reader than search for news. One-in-ten (10%) regularly get news through a customizable webpage, such as iGoogle or MyYahoo, or through an RSS reader. About two-thirds of the public (67%) never gets news through a customized webpage or RSS reader.

People under 50 are more than twice as likely as those 50 and older to regularly get news through a customized webpage or RSS reader (14% vs. 6%). And 14% of college graduates

### More Turning to Search Engines for News

*Percent who use search engines for news at least three days a week*

	General public			Based on internet users		
	2008	2010	Change	2008	2010	Change
	%	%		%	%	
Total	19	34	+15	29	41	+12
Men	21	39	+18	31	46	+15
Women	17	29	+12	26	36	+10
White, non-Hispanic	18	35	+17	27	42	+15
Black, non-Hispanic	17	23	+6	31	34	+3
18-24	23	39	+16	29	40	+11
25-29	21	45	+24	28	47	+19
30-39	29	47	+18	36	50	+14
40-49	21	36	+15	29	42	+13
50-64	16	33	+17	25	40	+15
65+	6	12	+6	18	24	+6
College grad+	32	50	+18	36	52	+16
Some college	24	39	+15	31	48	+17
High school or less	9	20	+11	19	29	+10
N	3615	3006		2331	2266	

PEW RESEARCH CENTER June 8-28, 2010. Q43.

### Online News on Demand

*Percent who get news from a customized webpage or RSS reader ...*

	General public	Among internet users
	%	%
Regularly	10	12
Sometimes	10	12
Hardly ever	12	15
Never/Not online	67	60
Don't know	1	1
	100	100

PEW RESEARCH CENTER June 8-28, 2010. Q55.

get customized news through a webpage or RSS reader, compared with 6% of those with a high school education or less.

## News on the Go

About a third of the public (34%) and 42% of cell phone owners access the internet or email on their cell phones or smartphones. But far fewer people are getting *news* on their cell phones; 8% regularly get news or news headlines on their cell phones; 6% sometimes do this. About one-in-ten (9%) say they got news on their cell phone yesterday.

Among those who access the internet on their cell phones, 24% regularly and 18% sometimes get news on their cell phones. More than a quarter of this group (27%) say they used their cell phones to get news yesterday.

Fewer than one-in-five (16%) Americans have downloaded an application or “app” to access news or news headlines on their cell phone, but 44% of cell phone internet users have downloaded a news-related application for their phone.

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### Mobile Phones and News Consumption

	General public	Among cell phone owners	Among cell internet users
	%	%	%
Access internet/email using cell phone	34	42	n/a
<i>Get news by cell phone ...</i>			
Regularly	8	10	24
Sometimes	6	8	18
Hardly ever	7	8	20
Never/Not online*	78	74	38
Got news on cell phone yesterday	9	11	27
Downloaded an “app” to access news	16	20	44
N	3006	2627	913

PEW RESEARCH CENTER June 8-28, 2010. Q40c, Q47b-c, Q49, Q49a & Q48.

\* Includes those who don't have a cell phone and those who don't go online using their cell phone.

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More men than women regularly get news on their cell phone. College graduates are more likely than those with less education to use their cell phone for news. And although Americans under 50 are more likely than those ages 50 and older to regularly get news on their cell phones, much of this reflects that those over 50 are far less likely to use the internet on their cell phones. There are no significant age differences on this question among cell internet users.

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### More Men than Women Get News on a Cell Phone

	<i>General public</i>		<i>Among cell internet users</i>	
	<b>Reg-ularly</b>	<b>Some-times</b>	<b>Reg-ularly</b>	<b>Some-times</b>
<i>Percent who get news on a cell phone</i>	%	%	%	%
Total	8	6	24	18
Men	12	7	29	17
Women	5	6	17	20
18-24	13	10	22	18
25-29	14	10	24	17
30-39	13	11	25	22
40-49	10	7	26	17
50-64	5	4	23	18
65+	1	1	--	--
College grad+	14	10	31	21
Some college	9	6	23	14
High school or less	4	4	16	19

PEW RESEARCH CENTER June 8-28, 2010. Q49.

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## Getting News from Social Networking Sites

Nearly half (45%) of the public has created a profile on a social networking site like MySpace, Facebook or LinkedIn. Far fewer use Twitter (9%). Not surprisingly, more get news through social networking sites than from Twitter.

About one-in-five (19%) regularly (7%) or sometimes (12%) get news or news headlines through social networking sites. By comparison, only 3% of the public regularly or sometimes gets news from Twitter. Similarly, 9% say they got news yesterday through social networking sites, compared with only 2% who got news-related tweets yesterday.

### More Use Social Networking Sites for News Than Twitter

	<i>General public</i>		<i>Among ...</i>	
	<i>Social networking Sites</i>	<i>Twitter</i>	<i>Social networking users</i>	<i>Twitter users</i>
	%	%	%	%
Use/Have a profile	45	9	n/a	n/a
<i>Get news ...</i>				
Regularly	7	2	16	17
Sometimes	12	1	26	15
Hardly ever	10	3	22	27
Never/Not online*	71	95	36	42
Got news yesterday	9	2	19	18
Follow news orgs./journalists	7	2	16	24
<i>Send news ...</i>				
Regularly	2	1	4	6
Sometimes	8	1	17	9
Hardly ever	9	2	20	20
Never/Not online*	82	97	59	65
N	3006	3006	1264	256

PEW RESEARCH CENTER June 8-28, 2010. Q56-Q63.

\*Includes those who do not use the internet, those who do not have a social networking or Twitter profile and those who do not get news from social networking sites or Twitter.

However, among users of each of these sites, there are fewer differences in news consumption. As many Twitter users say they regularly get tweets about the news as social networking users who regularly get news through social networking sites (17% vs. 16%). But more social networking users get news sometimes than Twitter users (26% vs. 15%). Similarly, 18% of Twitter users got news yesterday through Twitter, while 19% of social networking users turned to these sites for news.

Twitter users are more likely to follow news organizations or individual journalists; 24% of Twitter users do this compared with 16% of social networking users. And, as is the case with cell phones and news consumption, far fewer send news through social networking sites or Twitter than receive news; 21% of social networking users regularly

(4%) or sometimes (17%) send news through these sites. Somewhat fewer Twitter users send news tweets: 15% of Twitter users regularly (6%) or sometimes (9%) send news or news headlines through Twitter.

As with other types of online news consumption, there are demographic differences in the use of social networking sites and Twitter for news. Combining those who get news through social networking sites or Twitter, Americans under 30 are the most likely to get news through these sites at least sometimes (36%). About a quarter (26%) of those ages 30-49 also gets news through these sites regularly or sometimes. But far fewer (6%) who are 50 and older turn to these sites for news. However, among social networking or Twitter users, these age differences are smaller – only those 65 and older lag far behind other age groups in getting news through these sites.

Women are slightly more likely than men to get news through social networking sites or Twitter – 22% of women get news through social networking sites or Twitter regularly or sometimes, compared with 18% of men.

More college graduates (13%) regularly get news through social networking sites or Twitter than those with a high school education or less (4%). But both groups are equally likely to sometimes get news through these sites.

### Who Gets News Through Social Networking Sites or Twitter?

<i>Percent who get news through social networking sites or Twitter</i>	<i>General public</i>		<i>Among SNS or Twitter users</i>	
	<b>Reg-ularly %</b>	<b>Some-times %</b>	<b>Reg-ularly %</b>	<b>Some-times %</b>
Total	8	12	17	27
Men	7	11	16	25
Women	9	13	19	28
18-24	13	26	15	31
25-29	14	23	19	30
30-39	17	20	26	31
40-49	8	11	16	23
50-64	4	6	14	18
65+	*	2	3	15
College grad+	13	13	21	21
Some college	9	13	17	24
High school or less	4	12	13	36

PEW RESEARCH CENTER June 8-28, 2010. Q57 & Q61.

## Little Partisan Difference in Blog Reading

About one-in-ten (9%) Americans regularly read blogs about politics or current events, another 19% sometimes turn to blogs for their news and 22% hardly ever read blogs. About half (49%) never read blogs or do not use the internet. Among internet users, 35% regularly (11%) or sometimes (24%) read political or news blogs. This is similar to 2008, when 14% of internet users regularly read blogs and 20% sometimes turned to blogs for news.

There are virtually no partisan differences in blog reading; 10% of Republicans, 10% of Democrats and 9% of independents regularly read political blogs. Conservative Republicans and liberal Democrats are slightly more likely than their moderate counterparts to regularly read blogs about politics or current events.

There are only modest age differences in blog reading; those under 30 are the least likely to read blogs. And although far fewer people age 65 and older engage in many online activities, seniors who go online are just as likely as their younger counterparts to read blogs. Similar to the pattern for other online behaviors, college graduates (13%) are more likely to regularly read political or news blogs than those with some college experience (9%) and those with a high school education or less (7%).

## Many Older Internet Users Read Political Blogs

<i>Percent who read blogs about politics or current events ...</i>	<b>General public</b>		<b>Among internet users</b>	
	<b>Reg-ularly</b>	<b>Some-times</b>	<b>Reg-ularly</b>	<b>Some-times</b>
	%	%	%	%
Total	9	19	11	24
Men	11	18	14	22
Women	7	20	9	25
18-24	6	23	6	23
25-29	6	23	7	24
30-39	10	25	11	26
40-49	10	22	12	25
50-64	12	16	15	20
65+	8	13	16	26
College grad+	13	23	14	24
Some college	9	22	10	24
High school or less	7	15	10	23
Republican	10	21	12	25
Conservative Rep	12	21	14	25
Mod/Lib Rep	7	22	8	25
Independent	9	20	10	22
Democrat	10	20	13	26
Cons/Mod Dem	9	19	12	25
Liberal Dem	13	23	15	27

PEW RESEARCH CENTER June 8-28, 2010. Q46.

## Emailing News

About a quarter (27%) of the public regularly (12%) or sometimes (15%) get news or news headlines by email. Another 20% hardly ever receives news in their inboxes and 54% never get news by email or are not online.

Meanwhile, 14% say they got news or news headlines by email yesterday. And 10% of the public says they get news emailed to them directly from news organizations or journalists.

Fewer send news by email than receive it; only 3% regularly and 11% sometimes send news by email. About two-thirds of Americans (67%) never send news by email (49%) or do not use the internet (18%). Even among internet users, only 4% regularly send news by email, compared with 14% who receive news in their inboxes regularly.

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## Email and News Consumption

	<b>General public</b>	<b>Among internet users</b>
	%	%
Use internet/email	82	100
<i>Get news by email...</i>		
Regularly	12	14
Sometimes	15	18
Hardly ever	20	24
Never/Not online	54	43
Got news by email yesterday	14	17
Get email directly from news orgs./journalists	10	12
<i>Send news by email... ..</i>		
Regularly	3	4
Sometimes	11	13
Hardly ever	19	23
Never/Not online	67	60
N	3006	2474

PEW RESEARCH CENTER June 8-28, 2010. Q51-Q54.

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## Young People Most Likely to Happen Across News Online

A majority of the public (62%) and about three-quarters of internet users (76%) say they come across news online even when they are on the internet for purposes other than getting news. The proportion of internet users who happen across news online is virtually unchanged over the last six years.

Young people are the most likely to come across news when online for other purposes – 85% of those under 30 say this, compared with 70% of those ages 30 to 49 and 56% of those ages 50 to 64. Seniors are the least likely to happen across news online (29%). These age differences are similar but less pronounced when looking only at internet users.

Far more college graduates (82%) come across news when online for other purposes than those with some college education (68%) or those with a high school degree or less (46%). And 67% of men happen across news when online for other reasons, compared with 58% of women.

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### Do You Ever Come Across News When You are Online for Other Purposes?

<i>Percent who come across news when online for other purposes</i>	<b>General public %</b>	<b>Among internet users %</b>
Total	62	76
Men	67	79
Women	58	73
18-24	87	91
25-29	83	86
30-39	72	74
40-49	69	79
50-64	56	70
65+	29	58
College grad+	82	85
Some college	68	75
High school or less	46	69

PEW RESEARCH CENTER June 8-28, 2010. Q45F2.

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## Regular News Consumption Among Young People

While nearly half (48%) of those younger than 30 get news online regularly (three or more days a week), many young people also continue to rely on traditional news sources – particularly television. About three-in-ten (31%) regularly watch local news and nearly as many (29%) watch cable news.

Among specific television outlets and programs, 17% say they regularly watch Fox News while 13% say they regularly watch CNN. About as many young people regularly watch the Daily Show (13%) and the Colbert Report (13%) as watch the national network evening news (14%) and the morning news shows (12%).

After local TV and cable news, newspapers are near the top of the list. About a quarter (23%) of those under 30 read a daily newspaper regularly and 17% are regular consumers of weekly community newspapers.

Young people also regularly turn to many online or digital sources for news; 16% get news on a customized webpage or through an RSS reader, 13% use their cell phones for news and 13% get news through social networking sites or Twitter. About one-in-ten (11%) young people regularly get news by email.

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### Where Young People Turn for News

<i>Percent who regularly ...</i>	<b>18-29</b> %
Get news online*	48
Watch local TV News	31
Watch cable news	29
Read a daily newspaper	23
Read local weekly community newspapers	17
Watch the Fox News Channel	17
Get news on custom webpage/RSS reader	16
Watch the network evening news	14
Watch CNN	13
Get news on cell phone/smartphone	13
Watch the Daily Show	13
Get news from social networking/Twitter	13
Watch the Colbert Report	13
Watch the morning shows	12
Get news by email	11
Listen to NPR	11

PEW RESEARCH CENTER, June 8-28, 2010.  
Q28-31, Q41, Q49, Q51, Q55, Q57 & Q61.  
\* 3 or more days a week

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## Gender, Age and Online News Consumption

Among young people, men are more likely than women to regularly get news online and to use many online technologies for news. More than half (54%) of men under the age of 30 get news online at least three days a week, compared with 41% of young women. Similarly, 48% of young men use search engines to find news on a particular subject while 33% of women under 30 get news by using search engines.

### Young Men More Avid Online News Consumers

	<b>All 18-29 year olds</b>	<b>Men</b>	<b>Women</b>	<b>Diff</b>
<i>Get news regularly</i>	%	%	%	
Online*	48	54	41	+13
Search engines*	41	48	33	+15
Customized homepage/ RSS reader	15	20	9	+11
Cell phone/Smartphone	13	19	7	+12
Social networking site/ Twitter	13	14	12	+2
Email	11	13	9	+4
Blogs	6	9	3	+6
N	507	266	241	

PEW RESEARCH CENTER June 8-28, 2010. Q41, Q43, Q46, Q49, Q51, Q55, Q57 & Q61. Based on general public.

\* Regularly for these items includes those who said every day or 3-5 days per week.

More than twice as many young men as young women get news through a customizable webpage or a RSS reader (20% vs. 9%). Men under 30 also are more avid consumers of news on their cell phone or smartphone than young women. About one-in-five (19%) young men get news or news headlines on their cell phone, compared with only 7% of women under 30. Men under 30 also are more likely to regularly read blogs about politics or current events. But there are no significant differences among young men and women in their use of social networking sites or Twitter and the use of email for news.

## Recording the News

More Americans have the technology to digitally record television programs – 45% now have a TiVo or DVR, up from 35% just two years ago, and nearly double the proportion that had one in 2006. But only 24% of those with a TiVo or DVR have programmed it to regularly record any news programs. This is little changed from two years ago (22%), even though the share of Americans who have a TiVo or DVR has grown.

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### More Now Have a TiVo or DVR

	2002	2004	2006	2008	2010
<b>Among the general public</b>	%	%	%	%	%
Have a TiVo or DVR	3	13	23	35	45
<b>Among those with a TiVo/DVR</b>					
Program TiVo/DVR to record news programs	--	--	17	22	24

PEW RESEARCH CENTER June 8-28, 2010. Q75 & Q76.

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There are very few demographic differences among those who program their TiVo or DVR to regularly record news programs. Men are as likely as women to regularly record news programs and similar proportions of whites and blacks have programmed their TiVo or DVR to record news programs. There are only modest differences by age – those 65 and older are slightly less likely than those in other age groups to record news programs using a TiVo or DVR.

More college graduates (31%) regularly record news programs using a TiVo or DVR than those with some college (24%) and people with a high school education or less (17%). And there is a similar pattern by income – those with the highest family incomes are the most likely to have programmed their TiVo or DVR to regularly record news programs.

About a quarter of Republicans (23%), Democrats (24%) and independents (26%) regularly record news programs with a digital video recorder. And there are no significant differences among Republicans or Democrats along ideological lines.

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## Digitally Recording News

<i>Percent who have programmed TiVo/DVR to record news programs</i>	<b>Among those who have a TiVo/DVR</b>
	%
Total	24
Men	23
Women	25
White, non-Hispanic	24
Black, non-Hispanic	20
18-24	22
25-29	24
30-39	28
40-49	27
50-64	23
65+	17
College grad+	31
Some college	24
High school or less	17
<i>Family income</i>	
\$75,000 or more	29
\$30,000-\$74,999	22
Less than \$30,000	17
Republican	23
Conservative Republican	23
Mod/Liberal Republican	23
Independent	26
Democrat	24
Conserv/Mod Democrat	25
Liberal Democrat	23

PEW RESEARCH CENTER June 8-28, 2010. Q76.

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## SECTION 3: NEWS ATTITUDES AND HABITS

Most Americans say they enjoy keeping up with the news, but the proportion saying they enjoy following the news a lot has declined. Currently 45% say they enjoy following the news a lot, while 36% say they enjoy this a little and 18% say not much or not at all. In each of the past three news consumption surveys (2004, 2006 and 2008), 52% said they enjoyed following the news a lot.

The falloff in the number saying they enjoy the news a lot has come across many groups, but the declines have been particularly large among Democrats – particularly liberal Democrats – young people and those with no more than a high school education.

The percentage of liberal Democrats who say they enjoy keeping up with the news a lot has fallen 22 points, from 67% in 2008 to 45% currently. The decline is 12 points among conservative and moderate Democrats (58% to 46%). By contrast, opinions among Republicans and independents have shown little change.

Those younger than 30 have consistently been less likely to say they enjoy keeping up with the news than have older age groups. The falloff since 2008 is also larger for young people than for other age groups. About a quarter of those

### Fewer Say They Enjoy Keeping Up with the News "a lot"

<i>Enjoy keeping up w/ news...</i>	1998	2000	2002	2004	2006	2008	2010
	%	%	%	%	%	%	%
A lot	50	45	48	52	52	52	45
Some	37	40	36	37	34	32	36
Not much/Not at all	13	15	15	10	13	15	18
Don't know	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100	100	100

PEW RESEARCH CENTER June 8-28, 2010. Q37.

### Sharp Decline in Number of Democrats, Young People who Enjoy Following the News

<i>Enjoy keeping up w/ news "a lot"</i>	2006	2008	2010	08-10 change
Total	52	52	45	-7
Men	55	53	48	-5
Women	50	51	42	-9
White	52	52	46	-6
Black	60	60	53	-7
18-29	38	39	27	-12
30-49	51	49	43	-6
50-64	60	59	53	-6
65+	59	64	60	-4
College grad+	61	59	55	-4
Some college	53	51	45	-6
HS or less	47	49	39	-10
Con Rep	60	57	57	0
Mod/Lib Rep	50	47	39	-8
Independent	48	45	43	-2
Cons/Mod Dem	56	58	46	-12
Lib Dem	63	67	45	-22

PEW RESEARCH CENTER June 8-28, 2010. Q37.

ages 18 to 29 (27%) now say they enjoy keeping up with the news a lot, down 12 points from 39% in 2008.

The percentage of those with a high school diploma or less who say they enjoy keeping up with the news a lot dropped from 49% in 2008 to 39%; there has also been a slight decline among those with some college experience (from 51% to 45%). The views of college graduates are largely unchanged (59% in 2008, 55% today).

### Fewer Getting News at Regular Times

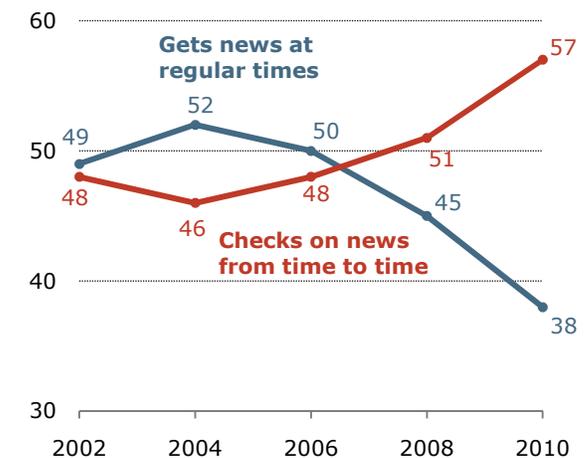
With the availability of the internet and 24-hour news channels, nearly six-in-ten Americans (57%) say they are the kind of people who check in on the news from time to time, as opposed to getting the news at regular times. That is up from 51% in 2008 and 48% in 2006.

The percentage saying they are more likely to get their news at regular times has dropped from 50% in 2006 to 45% in 2008 to 38% today.

Young people have long been more likely than older Americans to say they check in on the news rather than getting news on a regular schedule. That remains the case today, but “news grazing” has become much more common among older age groups.

Among those 50 to 64, about as many say they get news from time to time (49%) as at regular times (46%). Just two years ago, a majority (55%) of this age group said they got news at regular times. Those 65 and older are still most likely to get their news at regular times (57%), but that is down from 64% in 2008. The percentage that says they get news from time to time rose from 31% to 37%.

### More Say They Graze for News



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Among those ages 30 to 49, 63% say they are more likely to get news from time to time than at regular times (32%). Two years ago, the divide was more narrow (57% from time to time, 41% at regular times). A substantial majority of those younger than 30 continue to say they get news more from time to time (74% now, 70% in 2008).

People with no more than a high school education also are now more likely to get news from time to time. Among this group, the percentage that says they get news from time to time increased from 49% in 2008

to 58%, while the number saying they get their news at regular times dropped from 47% to 36%. Majorities among both those with some college experience (59%) and those with a college degree (54%) say they seek out news from time to time. That also was the case in 2008.

### Older Age Groups Increasingly Graze for News

<i>Get most news...</i>	----- 2008 -----			----- 2010 -----		
	<b>At regular times</b> %	<b>From time to time</b> %	<b>Other/DK</b> %	<b>At regular times</b> %	<b>From time to time</b> %	<b>Other/DK</b> %
Total	45	51	4=100	38	57	5=100
Men	43	53	4=100	34	60	6=100
Women	47	49	4=100	41	54	5=100
18-29	27	70	3=100	21	74	5=100
30-49	41	57	2=100	32	63	5=100
50-64	55	41	5=100	46	49	5=100
65+	64	31	5=100	57	37	6=100
Coll grad+	46	51	3=100	41	54	4=100
Some coll	41	56	3=100	36	59	5=100
HS or less	47	49	5=100	36	58	6=100

PEW RESEARCH CENTER June 8-28, 2010. Q91.  
Numbers may not add to 100% because of rounding.

## Most See Some News Sources as More Trustworthy

Most Americans say they trust certain news sources more than others. Currently, 57% express this view, up slightly from 53% in 2008. About four-in-ten (39%) say they see all the news media as “pretty much the same.” That is down slightly from 43% in 2008 and 45% in 2006.

About three-quarters of conservative Republicans (76%) and 69% of liberal Democrats say they trust a few news sources more than others. Smaller majorities of other political groups express this view.

While there has been little change among Democratic groups on this question since 2008, an increasing number of conservative Republicans say they trust a few sources more than others; 76% express that view currently, compared with 65% in 2008.

Those with a college degree or more education are more likely than those with less education to say they trust certain sources more than others. Three-quarters (75%) of those with at least a college degree say they trust certain sources more, up from 69% in 2008. About six-in-ten (59%) of those with some college experience say this, as do 43% of those with a high school diploma or less education. Those numbers are little changed from 2008.

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### Liberals, Conservatives More Likely to Trust a Few News Sources

<i>Which comes closer to your view?</i>	<b>News media all similar</b>	<b>Trust a few sources more</b>	<b>DK</b>
	%	%	%
2010	39	57	5=100
2008	43	53	4=100
2006	45	52	3=100
Liberal Dem	29	69	2=100
Cons/Mod Dem	46	51	4=100
Independent	40	56	5=100
Mod/Lib Rep	43	55	2=100
Cons Rep	22	76	2=100
College Grad +	24	75	2=100
Some college	36	59	4=100
HS or less	50	43	7=100

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## More Prefer News with No Point of View to their Point of View

About six-in-ten (62%) say they prefer getting political news from sources that do not have a particular point of view. A quarter (25%) says they prefer getting news from sources that share their political point of view. That is down slightly from 2008 when 66% said they preferred getting news from sources that do not have a specific point of view.

About four-in-ten conservative Republicans (41%) say they prefer to get news from sources that share their political point of view – the highest percentage of any political group. That compares with a third of liberal Democrats (33%) and only about one-in-five conservative and moderate Democrats (22%), moderate and liberal Republicans (20%), and independents (19%).

Roughly seven-in-ten (71%) of those with a college education or more say they prefer political news with no point of view, compared with just more than half (53%) of those with a high school diploma or less education. In terms of income, 70% of those with family incomes of \$75,000 or more say they prefer news with no point of view; 54% of those with family incomes of \$30,000 or less agree.

### Most Want Political News with No Point of View

	<i>Prefer political news from...</i>		
	<b>My point of view</b>	<b>No point of view</b>	<b>DK</b>
	%	%	%
2010	25	62	13=100
2008	23	66	11=100
2006	23	68	9=100
College grad+	21	71	9=100
Some college	23	67	11=100
HS or less	29	53	18=100
Conserv Rep	41	48	11=100
Mod/Lib Rep	20	71	9=100
Independent	19	69	12=100
Cons/Mod Dem	22	66	11=100
Liberal Dem	33	58	9=100

PEW RESEARCH CENTER June 8-28, 2010. Q93.

## Majority Sees Bias in News Coverage

About eight-in-ten Americans (82%) say they see at least some bias in news coverage – 52% say they see a lot and 30% say they see some. By a wide margin, those who see bias in news coverage say it is a liberal bias; 43% of the public says there is more of a liberal bias while just 23% see more of a conservative bias.

Republicans, especially conservative Republicans, are more likely than other political groups to say they see a lot of press bias. More than six-in-ten Republicans (62%) say this, compared with 47% of Democrats and 53% of independents. About seven-in-ten Republicans (69%) say that bias tilts liberal. Among conservative Republicans, 72% see a lot of bias in news coverage and 79% say that bias tilts liberal.

Nearly half of Democrats (47%) say they see a lot of bias in coverage, while another 33% see some. Slightly more Democrats say they see a conservative bias (36%) than a liberal bias (28%).

But by nearly two-to-one (41% to 22%), more liberal Democrats see a conservative bias in news coverage than a liberal bias.

Independents largely mirror the public as a whole: 53% see a lot of bias and 30% see some. Fully 44% say that bias tilts liberal, while 21% say it tilts conservative.

Fewer of those with a high school degree or less say they see at least some bias than those with some college experience or a college degree or more education. About four-in-ten (39%) of those with a high school degree or less education say they see a lot of bias, compared with 58% of those with some college experience and 64% of those with a college degree or more education.

## Most See Press Bias – and Generally with a Liberal Tilt

	<i>How much bias do you see in news coverage?</i>		<i>Bias is...*</i>	
	<b>A lot</b>	<b>Some</b>	<b>Conserv</b>	<b>Liberal</b>
	%	%	%	%
Total	52	30	23	43
Men	56	26	21	45
Women	48	33	25	42
18-29	40	37	27	38
30-49	51	31	24	44
50-64	59	27	22	46
65+	56	24	17	45
Coll grad+	64	28	23	51
Some college	58	29	23	48
HS or less	39	31	23	35
Republican	62	27	11	69
Cons Rep	72	21	6	79
Mod/Lib	44	40	21	52
Democrat	47	33	36	28
Cons/Mod	45	37	34	33
Lib Dem	53	28	41	22
Independent	53	30	21	44

PEW RESEARCH CENTER June 8-28, 2010. Q95 & 95a.

\* Based on total, asked of those who see at least some bias.

About half of those with at least a college degree (51%) say the bias tilts liberal, compared with 35% of those with no more than a high school education. Among those with some college experience, 48% perceive a liberal tilt.

## Tracking the News for Work

More than a third of those employed full or part-time say that keeping up with the news is important to their jobs. That number has changed little in recent years, fluctuating from 35% in 2006 to 30% in 2008 and then up to 36% this year.

And, as in past surveys, those with at least a college degree are much more likely than those with less education to say it is important for their jobs to keep up with the news. Fully half of those with a college degree or more education say this, compared with 28% each of those with some college experience or a high school diploma or less education.

Those with annual family incomes of \$75,000 or more are also more likely than those with smaller incomes to say keeping up with the news is important to their jobs. Nearly half (47%) of those earning at least \$75,000 say this, compared with 21% of those earning less than \$30,000 and 35% of those earning between \$30,000 and \$74,999.

Not surprisingly, those who say that keeping up with the news is important to their jobs are more avid news consumers. A majority (56%) of those who say the news is important for their job enjoy keeping up a lot, compared with 37% of those who say keeping up with the news is not important to their jobs.

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### Is Keeping Up with the News Important for Your Job?

	<b>Yes</b> %	<b>No</b> %	<b>DK</b> %
Total*	36	64	*=100
Male	37	63	*=100
Female	35	65	*=100
White	36	64	*=100
Black	37	63	0=100
18-29	25	75	0=100
30-49	42	57	*=100
50-64	36	64	*=100
65+	40	60	0=100
College grad+	50	49	*=100
Some college	28	72	0=100
HS or less	28	72	0=100
<i>Family income</i>			
\$75,000 or more	47	53	*=100
\$30k to \$74,999	35	65	*=100
Less than \$30,000	21	79	0=100

PEW RESEARCH CENTER June 8-28, 2010. Q103.

\* Based on those employed full or part-time.

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And those who say keeping up with the news is important to their jobs are much more likely to go on-line from work. About seven-in-ten (69%) say they regularly go online from work, while just 38% of those who say it is not important to their jobs to keep up with the news say this.

Looking at all full and part-time workers, about half say they regularly go online at work (49%), while half say they do not.

Again, those with more education and higher family incomes are more likely go online regularly from their jobs. Fully 70% of those with a college degree or more education say they go online regularly at work. That compares with 46% of those with some college education and 30% of those with a high school education or less.

Similarly, two-thirds (67%) of those with family incomes of \$75,000 or more say they regularly go online at work. That drops to 45% of those earning between \$30,000 and \$74,999 and 27% of those with incomes of less than \$30,000.

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### Do You Go Online Regularly from Work?

	<b>Yes</b> %	<b>No</b> %	<b>DK</b> %
Total*	49	50	*=100
White	52	48	*=100
Black	35	65	*=100
18-29	42	58	0=100
30-49	56	44	0=100
50-64	49	50	*=100
65+	29	71	1=100
College grad+	70	30	1=100
Some college	46	54	*=100
HS or less	30	70	*=100
<i>Family income</i>			
\$75,000 or more	67	33	*=100
\$30k to \$74,999	45	55	0=100
Less than \$30,000	27	73	*=100

PEW RESEARCH CENTER June 8-28, 2010. Q104.

\* Based on those employed full or part-time.

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## Little Change in Book Reading

Though the public's preferences for how they get news may be changing, the percentages that say they read a book in the past day have remained largely steady in recent years. Just more than a third of the public (35%) says they read a book yesterday. That is little changed from 38% in 2006 – the last time the question was asked – and matches the number that said they read a book yesterday in 2004.

Almost all of those who say they read a book in the past day say they read a printed book (95%). Despite the growing popularity of electronic book readers, just 4% say they read an electronic or digital book yesterday. Another 4% say they listened to an audio book.

Those who say they read a book yesterday are equally likely to say they read fiction as non-fiction: 16% of the public say they read fiction and 16% say non-fiction.

While young people are less likely than older Americans to get news on a typical day, there are no significant age differences in book reading. Fully 36% of those ages 18-29 say they read a book “yesterday,” compared with 33% of those 30-49, 36% of those 50-64 and 35% of those 65 and older.

Just about all of the book reading recorded in the survey – among all age groups – was of printed books. Just 2% of those ages 18-29 say they read an electronic book the previous day, compared with 6% of those ages 30-49, 5% of those ages 50-64 and 1% of those 65 and older.

Though still small, the percentages of the better educated and more affluent that say they read an electronic book yesterday are larger than for those with less education and lower incomes. For example, 7% of those with a college degree or more say they read an electronic book yesterday, compared with 2% for those with some college experience or no more than a high school diploma. Among those with household incomes of \$75,000

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### Book Readers Still Turn to Print

	<i>Read a book yesterday?</i>		<i>In print, digital or audio format?*</i>		
	<b>Yes</b> %	<b>No</b> %	<b>Print</b> %	<b>Digital</b> %	<b>Audio</b> %
Total	35	65	95	4	4
Men	29	70	92	6	6
Women	40	60	97	3	3
18-29	36	64	98	2	3
30-49	33	67	93	6	5
50-64	36	64	93	5	5
65+	35	65	98	1	1
Coll grad+	45	55	93	7	4
Some coll	37	63	97	2	4
HS or less	27	72	95	2	4

PEW RESEARCH CENTER June 8-28, 2010. Q24 & 26.  
\* Based on those who read a book yesterday. Respondents could give multiple responses.

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or more, 7% say they read an electronic book yesterday, compared with 3% of those earning less than \$75,000.

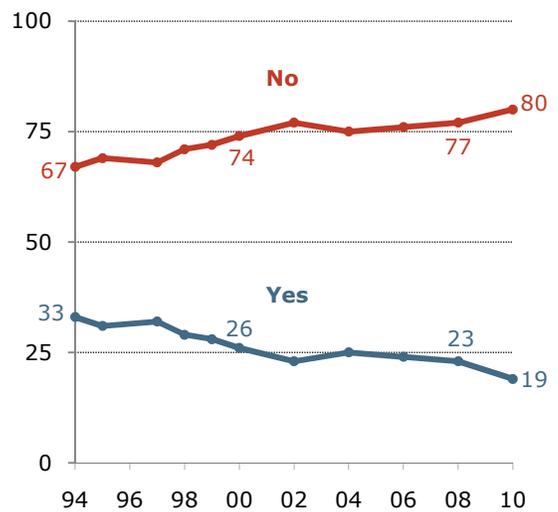
## Magazine Readership Still Declining

While the trend for book reading shows little change, the percentage saying they read a magazine in the past day continues to decline. Currently, 19% say they read a magazine yesterday, down slightly from 23% in 2008. In 1994, 33% said they had read a magazine in the past day.

Those with at least a college degree (28%) are more likely than those with some college experience (19%) or a high school education or less (14%) to say they read a magazine in the previous day. Similarly, more people with family incomes of \$75,000 or more (25%) say they read a magazine yesterday than those with incomes of between \$30,000 and \$74,999 (18%) and incomes of less than \$30,000 (15%).

## Fewer Reading Magazines

*Spend any time reading magazines yesterday?*



PEW RESEARCH CENTER June 8-28, 2010. Q23.

## SECTION 4: WHO IS LISTENING, WATCHING, READING – AND WHY

Not all Americans are looking for the same things when they turn to the news. With the wide array of news sources now available, the regular audiences for various news outlets offer differing top reasons why those sources appeal to them. Regular CNN viewers, for example, overwhelmingly say they turn to CNN for the latest news and headlines, rather than for in-depth reporting, opinions about the news or entertainment. Many regular New York Times and Wall Street Journal readers value the publications for their in-depth reporting, and, not surprisingly, those who watch the Daily Show and Colbert Report regularly say overwhelmingly that they are mostly seeking entertainment – not the latest headlines and in-depth reporting – from those programs.

### Why Audiences Turn to Their Regular News Sources

Percent of each regular audience who turn to source mostly for...

	Latest news & headlines %	In-depth reporting %	Interesting views & opinions %	Entertainment %	(Vol.) Mix/All %	(Vol.) Other/DK %	N
CNN	<b>64</b>	10	6	4	14	2	274
Network evening	<b>59</b>	13	8	6	9	5	470
Daily newspaper	<b>53</b>	7	8	8	18	4	690
USA Today	<b>52</b>	9	9	16	9	5	144
Fox News	<b>44</b>	11	11	5	22	6	386
MSNBC	<b>43</b>	12	15	13	13	2	167
Morning shows	<b>39</b>	4	13	18	19	7	318
News magazines	<b>31</b>	23	20	6	16	5	275
Wall Street Journal	30	<b>37</b>	11	2	16	4	132
New York Times	30	<b>33</b>	11	4	18	4	153
News blogs	27	10	<b>29</b>	10	11	12	307
Sunday news/talk	24	19	<b>37</b>	6	9	6	403
NPR	21	20	18	12	<b>28</b>	2	371
Hardball	19	19	<b>42</b>	7	10	3	120
Rachel Maddow	18	14	<b>33</b>	10	15	11	93
Hannity	14	21	<b>39</b>	6	18	2	225
Countdown	14	16	<b>39</b>	11	14	6	90
O'Reilly Factor	11	20	<b>44</b>	6	18	2	341
Glenn Beck show	10	24	<b>32</b>	6	23	4	223
Rush Limbaugh	10	15	<b>37</b>	7	28	4	185
Daily Show	10	2	24	<b>43</b>	20	1	194
Colbert Report	3	2	18	<b>53</b>	19	5	151

PEW RESEARCH CENTER June 8-28, 2010. Q82a-x.

Figures read across and are based on regular readers/viewers/listeners of each source.

When it comes to cable news programs such as The Glenn Beck Program or The Rachel Maddow Show, roughly a third of regular viewers say they turn to these sources mainly for the interesting views and opinions they provide. Still, roughly the same numbers say they turn to these programs mostly for hard news.

While 64% of regular CNN viewers say they go there mostly for the latest news and headlines, only 44% of regular viewers of Fox News say the same. While about one-in-ten (11%) regular Fox News viewers say they turn to the channel mostly for “interesting views and opinions,” 22% volunteer that it is a combination of offerings – the mix of hard news, opinion and entertainment – that draws them to the network.

The same kind of pattern holds with NPR – 28% of regular listeners say there is no single aspect of NPR coverage that draws them in, but instead the combination of breaking news, in-depth reporting, interesting opinions and entertainment. And, though the show offers a different kind of content, many of Rush Limbaugh’s regular radio listeners say the same. While 37% say they mostly listen to Limbaugh for views and opinions, 28% say it is the combination of news, opinion and entertainment that they find appealing.

News magazines like Time, Newsweek and U.S. News, have a similar profile – many regular readers cite them as sources for headlines, in-depth reporting, and interesting views and opinions. The same can be said for political blogs and for Sunday morning television talk shows.

While a number of programs clearly appeal to overwhelmingly ideological audiences, not all viewers cite the views and opinions presented on those shows as the main reason they watch. For example, 80% of those who regularly watch Sean Hannity’s show say they are conservative, but only 39% say the views and opinions presented on the show are the main reason they watch. Nearly as many regular viewers (35%) say they turn to the show mainly for breaking news (14%) or in-depth reporting (21%).

The same is true at the other end of the spectrum: Rachel Maddow’s regular MSNBC audience is roughly twice-as-liberal as the national average, yet as many viewers cite her show as a source of breaking news and in-depth reporting as sources of opinion and viewpoints.

## Audience Party and Ideology Profiles

More than half of the audiences for Glenn Beck and Bill O'Reilly and about six-in-10 of those who regularly watch Sean Hannity or listen to Rush Limbaugh say they are Republicans. Fully 80% of regular Hannity and Limbaugh viewers and listeners describe themselves as conservative, as do 74% of Beck's and 72% of O'Reilly's regular viewers. Among the general public, 36% describe themselves as conservative, while 37% are moderates and 19% are liberals.

Fox News overall has a larger regular audience than any of its individual opinion-oriented programs (23% of adults regularly watch Fox News, compared with 10% for O'Reilly, 7% for Beck, and 6% for Hannity). While the channel's viewership tilts much more Republican and conservative than the population as a whole, that tilt is less pronounced for the channel as a whole than for the individual shows.

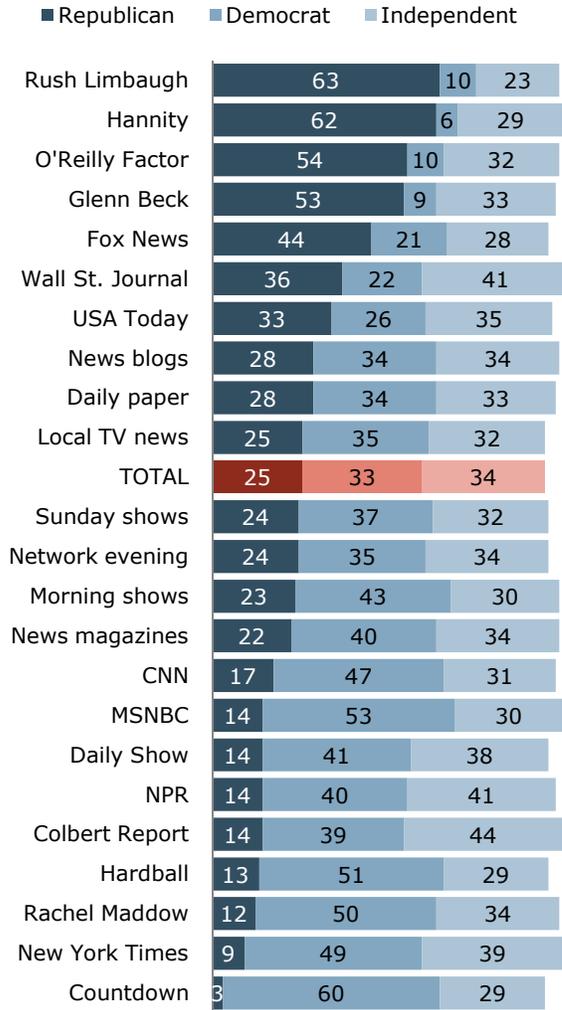
None of the leading conservative political shows has an audience with more than 10% Democrats – though a third of the public (33%) describes themselves as Democrats.

On the other hand, at least half of the audiences for MSNBC's political talk programs – Hardball with Chris Matthews, the Rachel Maddow Show and Countdown with Keith Olbermann – say they are Democrats. Just 3% of Olbermann's audience and 12% of Maddow's viewers say they are Republicans. Looking at New York Times regular readers, 9% say they are Republicans, far less than the 25% of the American public that says they are Republicans.

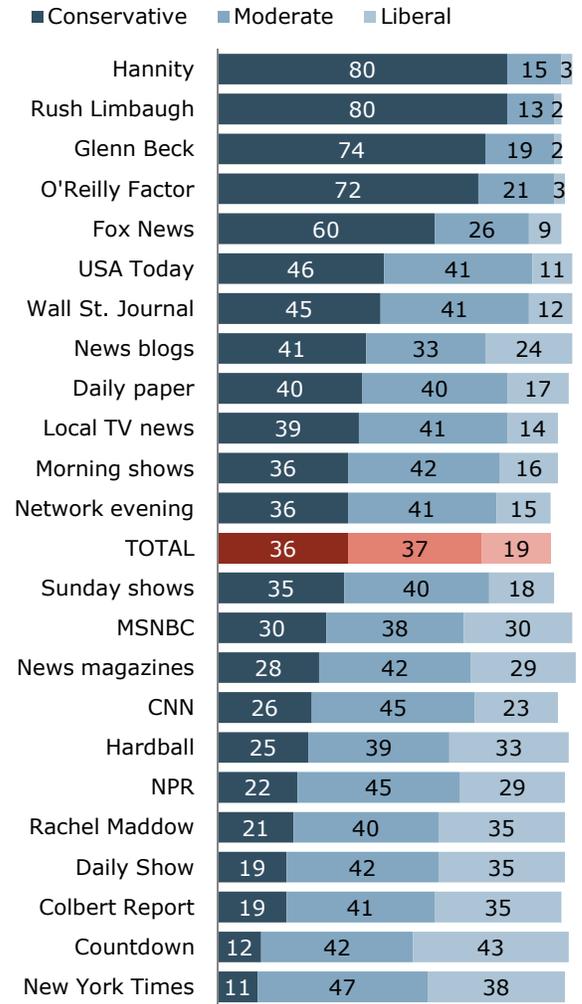
Liberal-leaning shows have more liberals among their audiences than there are in the general population, but these programs also attract a lot of moderates. Olbermann's audience has the largest share of liberals (43%), more than double the percentage for the overall population, but his audience has about as many moderates (42%); 12% of his regular viewers say they are conservative.

## Audience Profiles: Party and Ideology

Percent of each audience who are ...



Percent of each audience who are ...



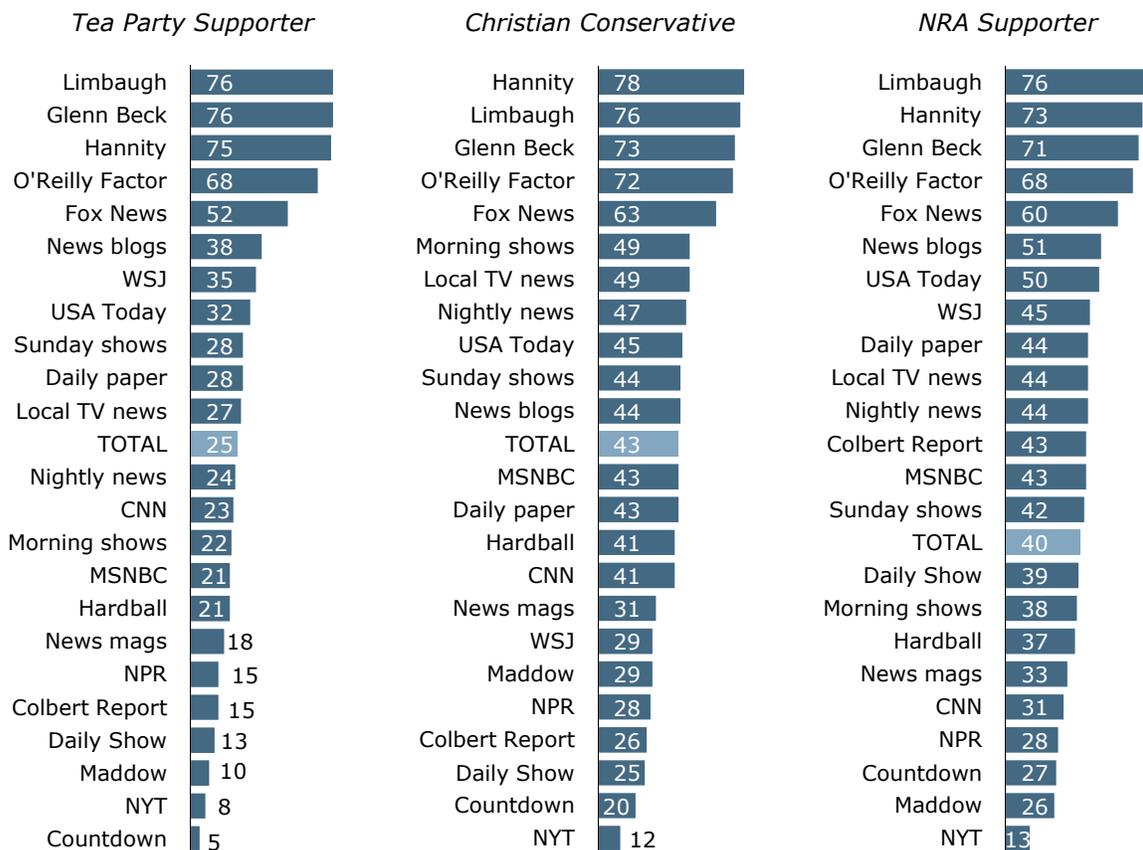
PEW RESEARCH CENTER June 8-28, 2010. Figures may not add to 100% because of rounding and because those who did not answer party affiliation or ideology questions are not shown. Based on regular readers/viewers/listeners of each source.

## Audiences and Political Labels

Asked whether certain political labels applied to them, majorities of Americans say they are environmentalists (60%) or are pro-business (56%). About four-in-ten say they are Christian conservatives (43%), progressive (41%), NRA supporters (40%), or gay rights supporters (40%). Fewer say they are supporters of the Tea Party movement (25%) or that they are libertarian (18%).

### Audience Profiles: Political Labels

Percent of each audience who say they are ...



PEW RESEARCH CENTER June 8-28, 2010. Q98a,b,g. Based on regular readers/viewers/listeners of each source.

Identification with these labels varies greatly across the various media audiences. Roughly three-quarters of Limbaugh (76%), Beck (76%) and Hannity (75%) regular audiences say they are Tea Party supporters, while just 10% of Maddow viewers, 8% of New York Times readers and 5% of Olbermann viewers say they support the Tea Party.

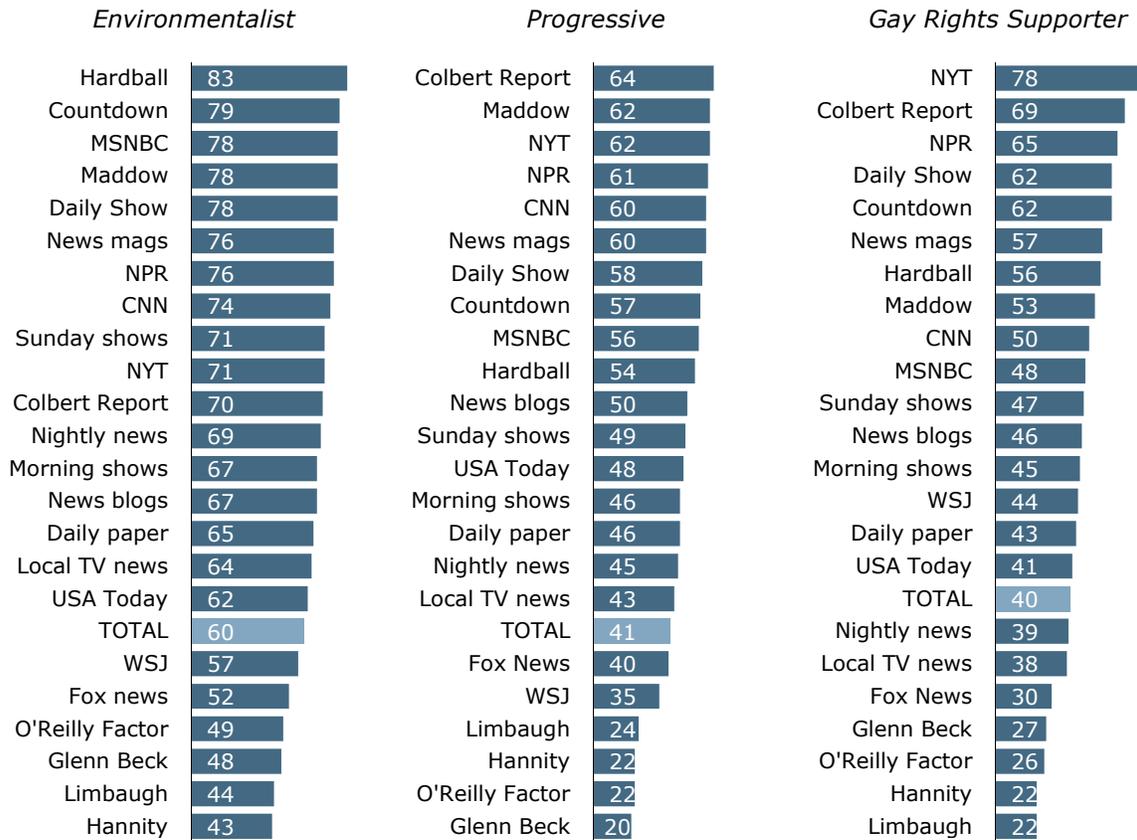
The differences are nearly as large when looking at Christian conservatives. At least seven-in-ten Hannity, Limbaugh, Beck and O'Reilly regular viewers say they are Christian conservatives. By contrast, just 12% of regular New York Times readers say so. Two-in-ten Olbermann viewers (20%) say this label applies to them, as do 29% of Maddow viewers and 28% of NPR listeners. About four-in-ten (41%) Hardball viewers say they are Christian conservatives, about the same as the public as a whole (43%).

Support for the NRA, the National Rifle Association, ranges from 76% of Limbaugh's audience to 13% of regular readers of the New York Times. Audiences of the four conservative talk shows were most likely to call themselves supporters of the gun-owners lobby, while audiences of Olberman and Maddow were less likely to adopt the label than was any other audience – except for the readership of the New York Times. Four-in-ten Americans say they are NRA supporters.

## Environmentalists, Progressives and Gay Right Supporters

### Audience Profiles: Political Labels

Percent of each audience who say they are ...



PEW RESEARCH CENTER June 8-28, 2010. Q98c,f,h. Based on regular readers/viewers/listeners of each source.

Regular audiences of Beck, Hannity, Limbaugh and O'Reilly are the least likely to call themselves environmentalists, or to say that they are progressive. The term environmentalist is much more popular with a number of audiences: At least three-quarters of the audiences for Matthews, Olbermann, Maddow, MSNBC, the Daily Show, news magazines and NPR say this label applies to them.

The term progressive is less popular, but at least six-in-ten regular viewers of the Colbert Report, Maddow and CNN, plus NPR listeners and readers of the New York Times and news magazines call themselves progressive.

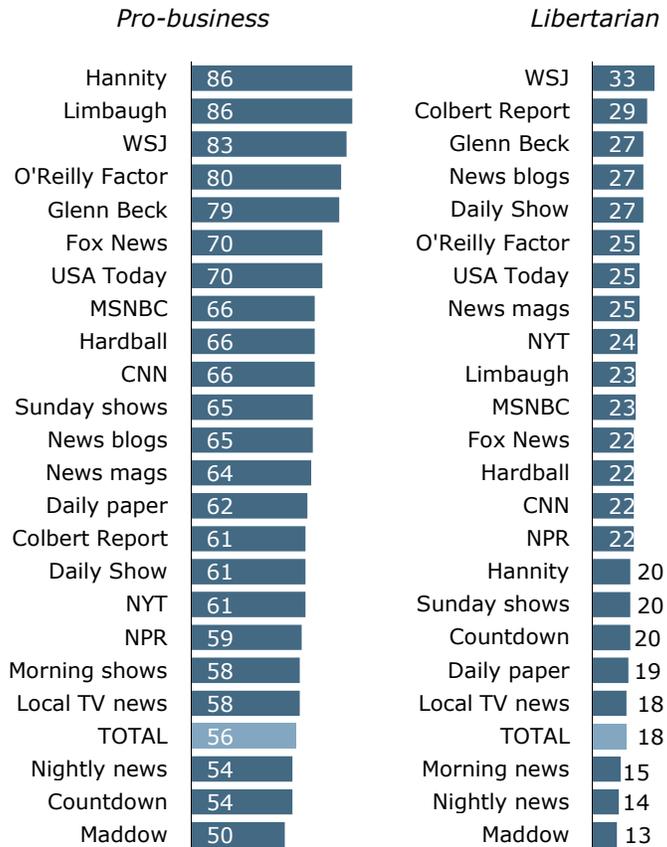
When it comes to support for gay rights, almost eight-in-ten New York Times readers (78%) say they are supporters, making them almost twice as likely as the American public (40%) to adopt this label. Just 22% of Hannity viewers and Limbaugh listeners are gay rights supporters.

The regular Hannity and Limbaugh audiences, along with Wall Street Journal readers and O'Reilly and Beck viewers, also are most likely to call themselves pro-business. At least half of every audience in the survey says they are pro-business.

Relatively small percentages of all news audiences – and just 18% of the public – describe themselves as libertarian. The proportion of libertarians ranges from 33% for Wall Street Journal readers to 13% for Maddow viewers.

## Audience Profiles: Political Labels

Percent of each audience who say they are ...



PEW RESEARCH CENTER June 8-28, 2010. Q98d,e. Based on regular readers/viewers/listeners of each source.

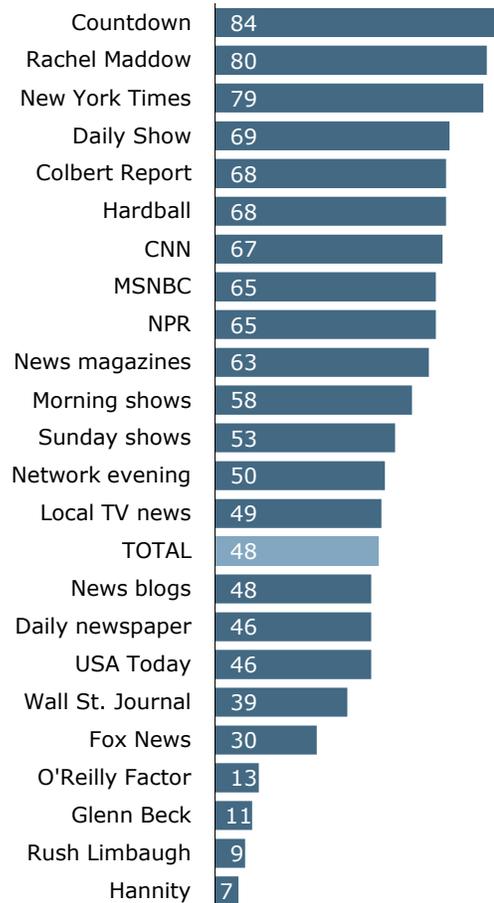
## Attitudes about Politics

As one might expect, audiences of liberal programming are much more likely to approve of the job President Obama is doing than are audiences of conservative programming. At least eight-in-ten Maddow and Olbermann viewers say they approve of the job Obama is doing, while 13% of O'Reilly viewers, 11% of Beck viewers, 9% of Limbaugh viewers and 7% of Hannity viewers approve. In this survey, just under half (48%) of Americans say they approve of the job the president is doing.

New York Times readers express much higher approval (79%) of Obama than do USA Today (46%) or Wall Street Journal (39%) readers. Almost two-thirds of NPR viewers approve. Three-in-ten Fox News viewers approve, while about two-thirds of MSNBC and CNN watchers approve. Almost seven-in-ten watchers of the political humor shows the Colbert Report (68%) and the Daily Show (69%) approve of the job Obama is doing.

## Obama Job Approval

*Percent of each audience who approve*



PEW RESEARCH CENTER June 8-28, 2010. Q1.  
Based on regular readers/viewers/listeners of each source.

## Views of Government

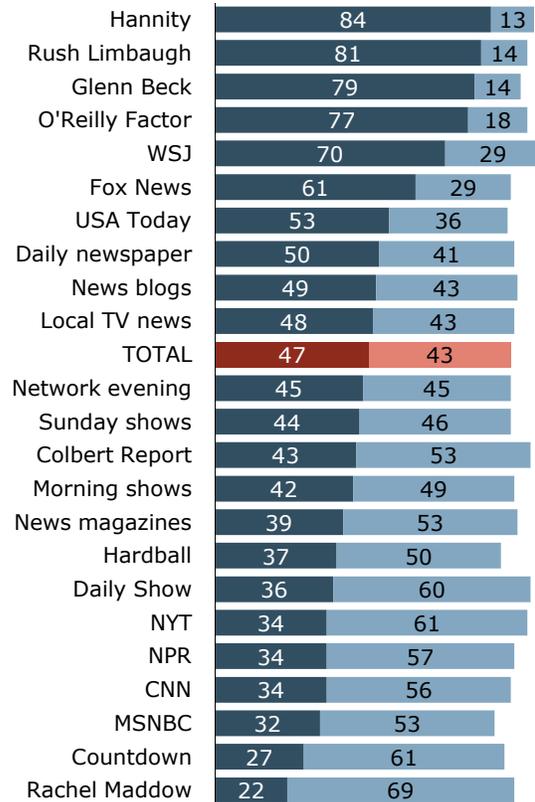
Americans overall are divided over whether the government is doing too much – or too little – to solve problems: 43% say the government should do more to solve problems, while 47% say the government does too much that is better left to businesses or individuals. Regular audiences for news blogs, local and national TV news and Sunday morning news and talk programs are divided along similar lines.

Audiences of the conservative political shows, however, are firmly in the government-does-too-much-camp. At least three quarters of the audiences for O'Reilly (77%), Beck (79%), Limbaugh (81%) and Hannity (84%) express this view. At the other end of the spectrum, about seven-in-ten Maddow viewers (69%) and six-in-ten Olbermann viewers (61%) say the government should do more to solve problems.

## Views of Government Activism

Percent of each audience that says...

- Government does too much
- Government should do more to solve problems



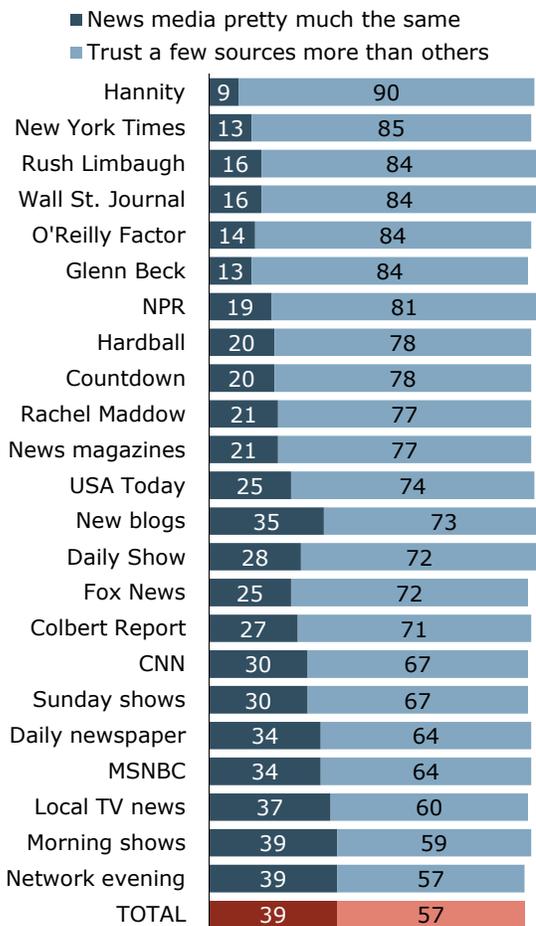
PEW RESEARCH CENTER June 8-28, 2010. Q100.  
Based on regular readers/viewers/listeners of each source.

## Views of News Media

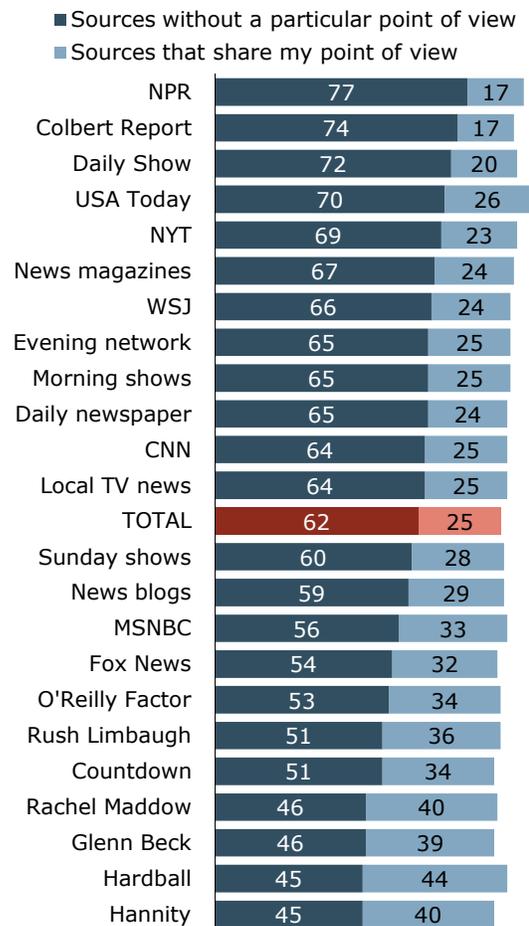
Most Americans see some news sources as more trustworthy than others (57%), though much higher percentages of the regular audiences for many of the options in the survey agree with this statement. At least three-quarters of the regular audiences for 11 of the 24 sources say some sources are more trustworthy than others. And, as in the past, most Americans (62%) say they prefer to get news from sources that don't have a particular point of view. A quarter (25%) says they want news that shares their point of view.

### Audience Profiles: Attitudes about the News Media

Percent of each audience who say ...



Percent of each audience who prefer ...



PEW RESEARCH CENTER June 8-28, 2010. Q92, Q93. Figures may not add to 100% because of rounding and because those who did not give an answer are not shown. Based on regular readers/viewers/listeners of each source.

Viewers of both liberal and conservative talk shows are more evenly divided on whether they prefer news that shares their point of view than is the general public.

When evaluating news sources, viewers of Hannity (90%) and the other conservative hosts (84% each) are especially likely to say there are some sources they trust more than others. That is also the case for readers of the New York Times (85%) and the Wall Street Journal (84%). Conversely, regular television news watchers (nightly network news, morning news and local TV news) are about as likely as the general public to say some news sources are more trustworthy.

When it comes to mixing news and point of view, about 45% of the audiences regularly watching shows hosted by Hannity, Matthews, Beck and Maddow say they want news without a point of view. Almost as many say they want news from their own perspective. At the other end of the spectrum, at least seven-in-ten NPR listeners, Colbert Report and Daily Show watchers and USA Today readers say they want news without a point of view. Regular readers of blogs that cover news and politics are split along the same lines as the general public: 59% want news without a particular viewpoint, and 29% want news from their point of view.

## Perceptions of Bias

About half of Americans (52%) say they see a lot of bias in news coverage, but regular audiences for many of the news sources in the survey are much more likely to say they see a lot of bias than the public as a whole.

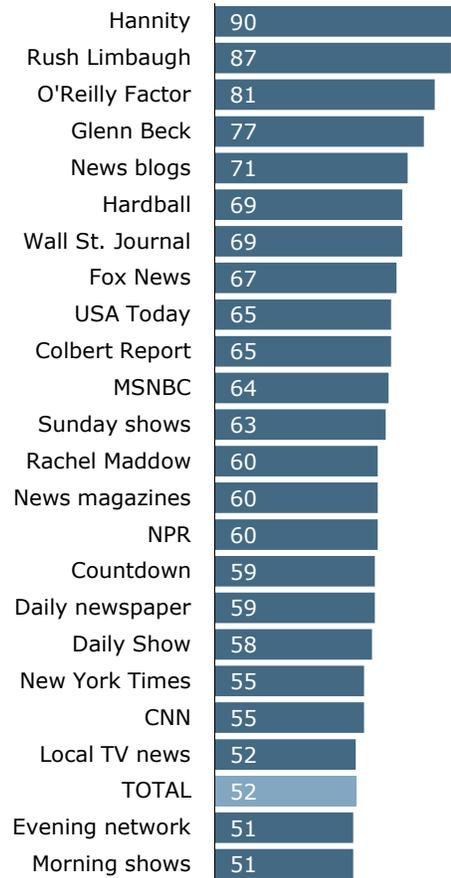
Looking at partisans, Republicans generally see more bias in media coverage (62% a lot) than Democrats (47%) or independents (53%). The same holds true for conservatives (61%) when compared to moderates (49%) and liberals (46%).

Regular audiences for the more conservative shows are among the most likely to say they see a lot of bias in news coverage. Nine-in-ten Hannity viewers, 87% of Limbaugh's regular audience and 81% of O'Reilly's say they see a lot of bias in news coverage. Still, close to seven-in-ten (69%) regular viewers of Chris Matthews' MSNBC show say this, while about six-in-ten of regular Maddow (60%) and Olbermann (59%) viewers agree. Among regular blog readers, 71% say they see a lot of bias in the news.

Viewers of morning news programs (51%), nightly network news (51%) and local TV news (52%) are less likely to say they see a lot of bias.

## Who Sees "A Lot" of News Bias?

*Percent of each audience who see "a lot" of political bias in news coverage*



PEW RESEARCH CENTER June 8-28, 2010. Q95. Based on regular readers/viewers/listeners of each source.

## Audience Age and Profiles

Because younger people spend so much less time with the news than older people, the profile of most news audiences is substantially older than the nation as a whole. Still, there are a few key exceptions.

The late night Colbert Report audience is the youngest of the 24 studied: 53% of its regular viewers are 18 to 29, while just 23% of American adults are younger than 30. The Daily Show (41% younger than 30) and the New York Times (34%) also have younger regular audiences. Interestingly, the percentage of New York Times regular readers under 30 is more than double the 13% of regular daily newspaper readers in the 18-29 age group overall.

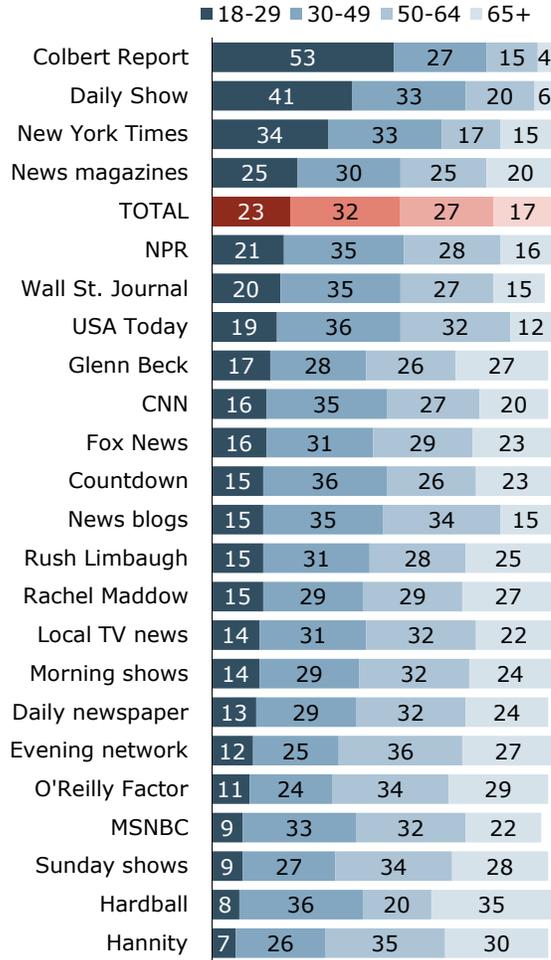
On the other hand, Sean Hannity's show and Hardball with Chris Matthews have a lot of regular viewers who are 65 and older. While 17% of the country is in that age group, 30% of Hannity viewers and 35% of Hardball watchers are at least 65.

In terms of gender, many news audiences have roughly the same percentages of men and women watching, listening or reading. The proportions are more lopsided in the audiences of several media sources, however. Two thirds of the Wall Street Journal's regular readership is male (67%), while one third is female (33%). The proportions are almost exactly reversed for regular watchers of morning news programs (32% men, 68% women). The Colbert Report and the Daily Show, as well as Rush Limbaugh's radio program, all have more men than women in their audiences, while local and national TV news have more women than men among regular viewers.

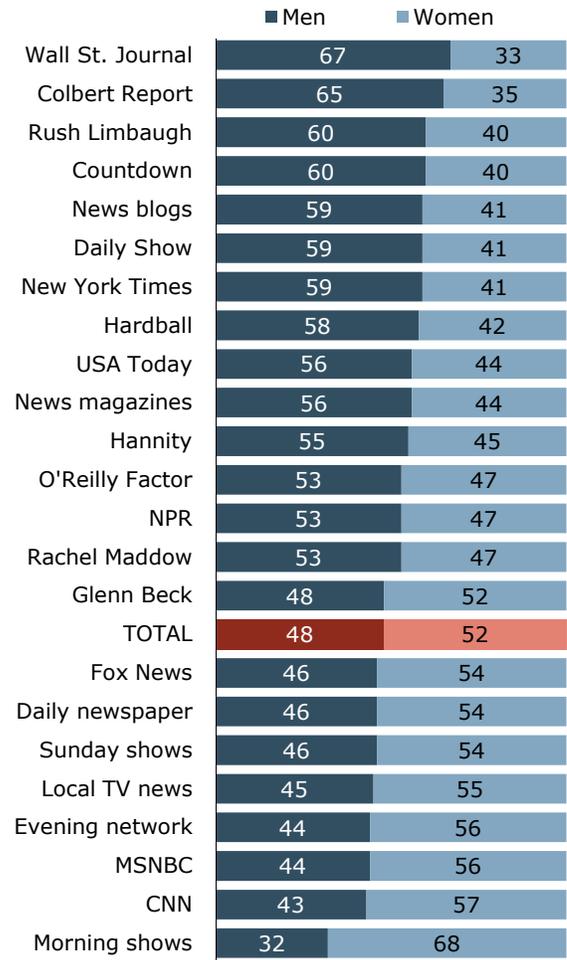
Women have become a bigger part of the Hannity audience since 2008. Two years ago, women were 33% of Sean Hannity's audience. This year, they are 45%.

## Audience Profiles: Age and Gender

Percent of each audience who are ...



Percent of each audience who are ...



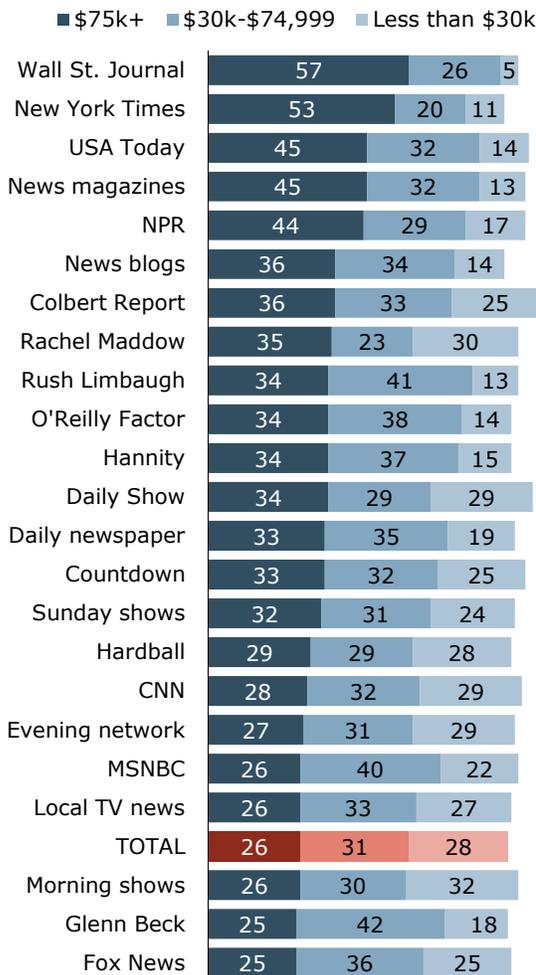
PEW RESEARCH CENTER June 8-28, 2010. Figures may not add to 100% because of rounding; those who did not answer questions about their age not shown. Based on regular readers/viewers/listeners of each source.

## Audience Income and Education Profiles

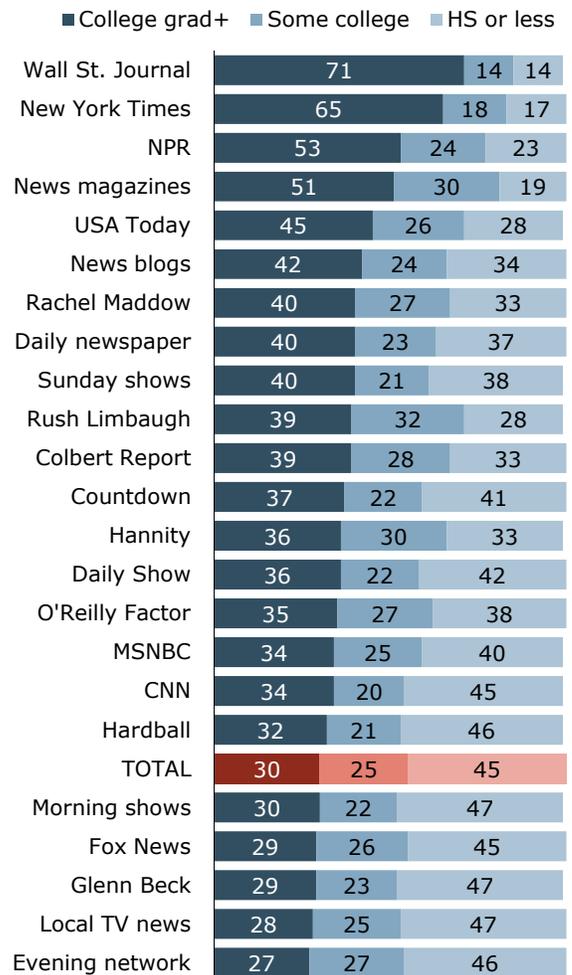
The Wall Street Journal and New York Times have the most highly educated – and the highest-income – audiences of the media sources measured. Fully 71% of regular Wall Street Journal readers have a college degree, as do 65% of regular Times readers. (Nationwide, three-in-ten adults have college degrees.) Most regular readers of these newspapers also have family incomes of at least \$75,000 a year, compared with just 26% of all Americans who are at that income level. USA Today, news magazines and NPR also have particularly high-income audiences.

### Audience Profiles: Income and Education

Percent of each audience who are ...



Percent of each audience who are ...



PEW RESEARCH CENTER June 8-28, 2010. Figures may not add to 100% because of rounding and because those who did not answer questions about their income or education are not shown. Based on regular readers/viewers/listeners of each source.

## Knowledge of Politics and Current Events

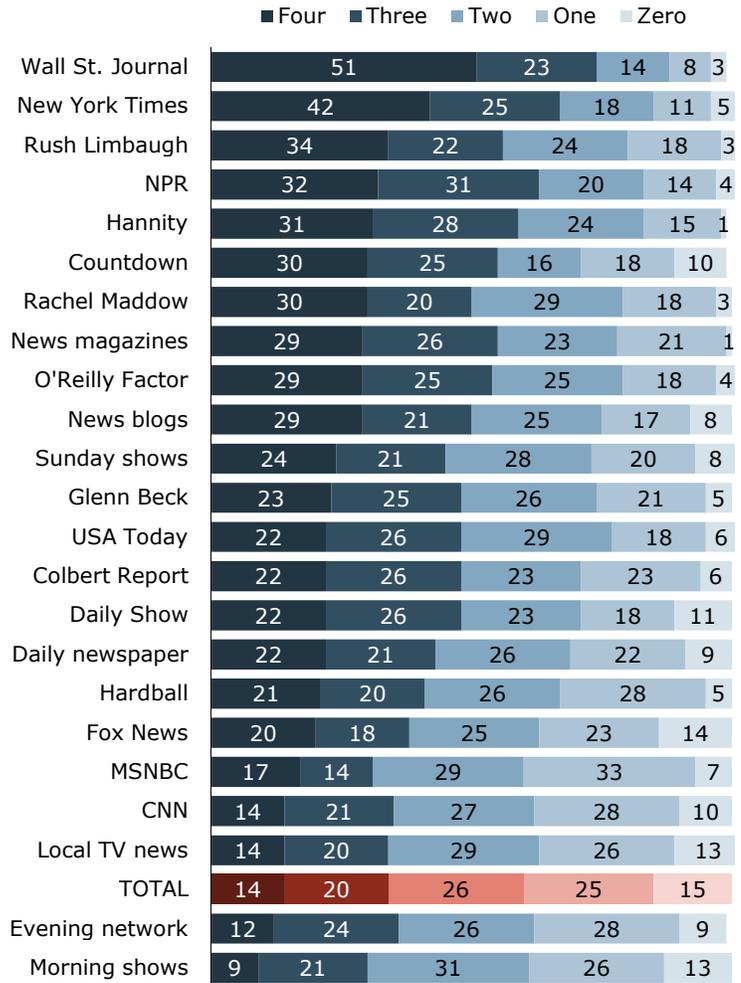
Asked a series of four questions to test their knowledge about politics and current events, just 14% of the public got all four correct – as many got all four wrong (15%). Two-in-ten got three correct, 26% two and 25% one. Regular readers, viewers or listeners of most media sources outscored the general public.

People were asked which party currently controls the House of Representatives (Democrats), to identify the post held by Eric Holder (U.S. attorney general), which company is run by Steve Jobs (Apple) and which country has an active volcano that disrupted international air travel earlier this year (Iceland).

Wall Street Journal readers fared the best on the quiz— 51% of regular Journal readers got all four questions right; just 3% got none right. New York Times readers also fared well: 42% got all of the questions right. USA Today readers scored better than the general public, but not nearly as well as Times or Journal readers; 22% of USA Today readers got all the questions correct, while 6% got all four wrong. As a whole, 22% of daily paper readers answered all the questions correctly.

### Knowledge of Politics, Current Events

Number of Correct Answers given by each audience ...



PEW RESEARCH CENTER June 8-28, 2010. Q85-88. Based on regular readers/viewers/listeners of each source.

Looking at the talk shows, at least 30% of the audiences for Limbaugh, Hannity, Olbermann and Maddow got all four questions correct. O'Reilly's audience did about as well (29%). The regular Glenn Beck and Hardball audiences performed slightly worse, with 21% and 23% of their respective viewers getting all the questions correct. Daily Show and Colbert Report audiences fared about as well.

Overall, seven-in-ten Americans know that Democrats have a majority in the U.S. House of Representatives. No media audience did poorly on this question, and 90% or more of the Hannity, Limbaugh and O'Reilly audiences got this right.

Far fewer know that Eric Holder is the attorney general. Just 22% got this question right. Wall Street Journal readers and Hannity viewers performed best on this question, with 56% of each audience answering it correctly.

About four-in-ten (41%) know that Steve Jobs is the head of Apple. Wall Street Journal (85%) and New York Times (80%) readers are especially likely to know this. Six-in-ten know that the volcanic eruption that recently disrupted international air travel is in Iceland. Journal (82% correct) and Times (81%) readers also did especially well on this question.

## Cable News Audiences at a Glance

A comparison of the profiles of audiences for cable news outlets reveals substantial partisan and ideological differences. CNN, Fox News and MSNBC all attract roughly the same proportions of women and men and young people and old people as regular viewers. But while Republicans make up 17% of the CNN audience and 14% of the MSNBC audience, they are a much bigger share of the Fox audience: 44%, and these are overwhelmingly conservative Republicans (34% of the total).

Democrats, meanwhile, make up 21% of Fox's audience, but 47% of CNN's and 53% of MSNBC's. Liberal Democrats make up just 3% of the Fox cable network's audience.

Fox's regular viewers are much more likely to call themselves Christian conservatives, to be NRA supporters and to be Tea Party supporters than are regular watchers of the other cable networks. CNN and MSNBC audiences are more likely to call themselves environmentalists, progressives and gay rights supporters than are Fox viewers.

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### Comparing CNN, Fox, MSNBC Audiences

	<b>CNN</b>	<b>FOX</b>	<b>MSNBC</b>
	%	%	%
Men	43	46	44
Women	57	54	56
18-29	16	16	9
30-49	35	31	33
50-64	27	29	32
65+	20	23	22
Republican	17	44	14
Cons Rep	9	34	8
Mod/Lib Rep	9	10	6
Independent	31	28	30
Democrat	47	21	53
Cons/Mod Dem	28	16	34
Lib Dem	16	3	18
<i>Consider self:</i>			
An environmentalist	74	52	78
Pro-Business	66	70	66
A Christian Conservative	41	63	43
Progressive	60	40	56
NRA supporter	31	60	43
A gay rights supporter	50	30	48
A Tea Party supporter	23	52	21
Libertarian	22	22	23

PEW RESEARCH CENTER June 8-28, 2010.  
Q98a-h. Based on regular viewers for each network.

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## Major Newspaper Audiences at a Glance

In many respects, regular readers of daily newspapers look very much like the country as a whole, but readers of the New York Times, the Wall Street Journal and USA Today differ a great deal from one another and from newspaper readers in general.

Readers of each of the three national papers are more likely to be male than are regular readers of all daily newspapers. This is especially the case for the Wall Street Journal: Two-thirds of its readership is male. Fully a third of the New York Times' regular readership is younger than 30, more than twice the percentage for daily papers overall and a higher share than for the Journal or USA Today.

Regular readers of the Wall Street Journal (71%) and New York Times (65%) are much more likely to have graduated from college than

are readers of USA Today (45%) or readers of newspapers overall (40%). The audiences for all three major papers come from households with higher family income, but the difference is more dramatic for the Times and Journal.

### Profile of Newspaper Audiences

	Daily papers %	New York Times %	Wall Street Journal %	USA Today %
Men	46	59	67	56
Women	54	41	33	44
18-29	13	34	20	19
30-49	29	33	35	36
50-64	32	17	27	32
65+	24	15	15	12
Republican	28	9	36	33
Cons Rep	20	4	27	25
Mod/Lib Rep	8	5	8	8
Independent	33	39	41	35
Democrat	34	49	22	26
Cons/Mod Dem	22	20	14	18
Lib Dem	11	26	8	7
College grad+	40	65	71	45
Some college	23	18	14	26
High school or less	37	17	14	28
<i>Family income:</i>				
\$75,000 or more	33	53	57	45
\$30,000-\$74,999	35	20	26	32
Less than \$30,000	19	11	5	14
<i>Consider self:</i>				
An environmentalist	65	71	57	62
Pro-Business	62	61	83	70
A Christian Conservative	43	12	29	45
Progressive	46	62	35	48
NRA supporter	44	13	45	50
A gay rights supporter	43	78	44	41
A Tea Party supporter	28	8	35	32
Libertarian	19	24	33	25

PEW RESEARCH CENTER June 8-28, 2010. Q98a-h.  
Based on regular readers of each newspaper or newspapers in general.

Politically, the papers' audiences are very different. Just 9% of the New York Times' regular readers are Republicans, but at least a third of Journal (36%) and USA Today (33%) readers are Republicans. Democrats (49%) — liberal Democrats in particular (26%) — are a much bigger part of the New York Times' readership than of the other papers.

New York Times readers are much more likely to say they are gay rights supporters and progressives than are readers of the Wall Street Journal or USA Today. Times readers are much less likely to call themselves Tea Party supporters, NRA supporters or Christian conservatives than are readers of the other two national papers. Journal readers are more likely to say they are pro-business than are readers of the other papers, though clear majorities of all three audiences say they are pro-business.

## SECTION 5: NEWS MEDIA CREDIBILITY

The public continues to take a skeptical view of reporting from the major news outlets. No more than a third says they can believe all or most of the reporting by 14 major news organizations.

There has been little change in public views of media credibility since 2008. Since the late 1990's, however, there has been significant erosion in the believability ratings of several news organizations.

For example, since 1998 ABC News, CBS News and NBC News have all seen substantial declines in the percentages saying they believe all or most of what they say (among those who say they can rate those organizations). Currently, about two-in-ten say they believe all or most information from ABC News (21%), CBS News (21%) and NBC News (20%) – down from about three-in-ten in 1998.

The longer-term declines can be seen across different media groups as well. Since 1998, CNN and the Wall Street Journal, for example, have experienced double-digit declines in the percentages saying they can believe all or most of their reporting (a rating of four on a scale of one to four). Currently, 29% say they can believe all or most of the reporting of CNN and 25% say the same about the Wall Street Journal.

The credibility ratings for Fox News (27% today) and 60 Minutes (33%) have shown less change over the past decade. And NPR is the only news organization whose credibility rating has improved since 1998 – 28% now give it the top rating compared with 19% a dozen years ago.

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### News Organization Believability

	<i>Believe all or most</i>			<i>Believe almost nothing</i>		<b>N</b>	<b>Can't rate</b>
	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>%</b>		
	%	%	%	%		%	
60 Minutes	33	34	22	11=100	859	15	
Local TV news	29	40	23	8=100	931	7	
CNN	29	36	22	13=100	894	10	
NPR	28	32	25	16=100	696	28	
Fox News	27	29	22	22=100	900	8	
Wall Street Journal	25	37	23	14=100	701	27	
C-SPAN	23	35	25	17=100	658	32	
MSNBC	22	38	21	19=100	839	15	
ABC News	21	43	23	13=100	901	9	
CBS News	21	41	24	15=100	889	12	
Your daily newspaper	21	38	27	14=100	921	9	
NBC News	20	43	23	14=100	914	7	
New York Times	20	38	21	21=100	707	27	
USA Today	17	39	28	15=100	744	23	

PEW RESEARCH CENTER July 8-11, 2010. PEW 11a-I, n-o. Figures may not add to 100% because of rounding. Percentages based on those who could rate each organization.

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National newspapers fare relatively poorly when it comes to public perceptions of media credibility. Just two-in-ten (20%) of those who offer a rating for the New York Times say they can believe all or most of what it says and just 17% say the same about USA Today. Those numbers have fluctuated only slightly since 2004. Local daily news newspapers are seen in largely the same way (21% get the highest credibility rating).

Majorities give each of the news organizations included on the survey a credibility rating of three or four on the four-point scale. Relatively small percentages give the organizations a one – meaning they can believe “almost nothing” of what the news organization reports.

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### Believability Trends

<i>Believe "all or most" of what organization says...</i>	<b>1998</b>	<b>2000</b>	<b>2002</b>	<b>2004</b>	<b>2006</b>	<b>2008</b>	<b>2010</b>
	%	%	%	%	%	%	%
60 Minutes	35	34	34	33	27	29	33
Local TV news	34	33	27	25	23	28	29
CNN	42	39	37	32	28	30	29
NPR	19	25	23	23	22	27	28
Fox News	--	26	24	25	25	23	27
Wall Street Journal	41	41	33	24	26	25	25
C-SPAN	32	33	30	27	25	26	23
MSNBC	--	28	28	22	21	24	22
ABC News	30	30	24	24	22	24	21
CBS News	28	29	26	24	22	22	21
Your daily newspaper	29	25	21	19	19	22	21
NBC News	30	29	25	24	23	24	20
New York Times	--	--	--	21	20	18	20
USA Today	23	23	19	19	18	16	17

PEW RESEARCH CENTER July 8-11, 2010. PEW 11a-l, n-o. Percentages based on those who could rate each organization.

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## Partisan Gaps in Credibility Ratings

Republicans have long viewed the overall media more skeptically than Democrats and this continues to be reflected in credibility ratings for individual news outlets.

Republicans express far less confidence than Democrats in most major outlets. The Fox News Channel stands out as the only news organization that more Republicans than Democrats view as highly credible.

Democrats are at least twice as likely as Republicans to give the highest believability ratings to CNN, NPR, MSNBC and the New York Times.

About four-in-ten (41%) Republicans say they believe all or most of what the Fox News Channel says, by far the highest believability rating offered by Republicans. By contrast, 21% of Democrats give a believability rating of four to Fox News, among the lowest rating given by Democrats to any outlet.

Local TV news, the Wall Street Journal, and USA Today receive about the same ratings from Republicans and Democrats. For example, 28% of Republicans and 33% of Democrats say they believe all or most of what the Wall Street Journal says.

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### Partisanship and Credibility

<i>Believe "all or most" of what org. says...</i>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>	R-D gap
	%	%	%	%
CNN	19	40	26	-21
NPR	16	37	29	-21
MSNBC	13	34	17	-21
60 Minutes	25	42	31	-17
New York Times	14	31	16	-17
C-SPAN	16	31	22	-15
NBC News	17	30	12	-13
CBS News	16	29	16	-13
ABC News	16	28	15	-12
Your daily newspaper	18	27	17	-9
Local TV News	27	33	25	-6
Wall Street Journal	28	33	19	-5
USA Today	16	20	13	-4
Fox News	41	21	22	+20

PEW RESEARCH CENTER July 8-11, 2010. PEW 11a-l, n-o.  
Percentages based on those who could rate each organization.

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## Widening Gaps in Credibility Ratings of Cable News Channels

In recent years, the divides between Democrats and Republicans have grown in judging the credibility of the cable news outlets. In 2000, about equal percentages of each said they could believe all or most of what Fox News said (26% Republicans, 27% Democrats). Since then time, Fox News' credibility rating among Republicans has increased (now 41%). As a result, there is now a 20-point partisan gap in Fox News' credibility ratings.

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### News Media Credibility Ratings by Party, 2000-2010

<i>Believe all or most from...</i>	-----Republicans-----						-----Democrats-----						R-D Gap			
	00	02	04	06	08	10	00	02	04	06	08	10	04	06	08	10
	%	%	%	%	%	%	%	%	%	%	%	%				
CNN	33	32	26	22	22	19	48	45	45	32	35	40	-19	-10	-13	-21
NPR	20	16	15	15	18	16	36	24	33	30	37	37	-18	-15	-19	-21
MSNBC	24	22	14	18	18	13	36	30	29	25	29	34	-15	-7	-11	-21
60 Minutes	--	23	25	20	24	25	--	45	42	32	37	42	-17	-12	-13	-17
NY Times	--	--	14	16	10	14	--	--	31	23	24	31	-17	-7	-14	-17
C-SPAN	32	27	23	21	17	16	38	31	36	28	31	31	-13	-7	-14	-15
NBC News	29	19	16	19	16	17	37	31	29	26	31	30	-13	-7	-15	-13
CBS News	27	17	15	15	18	16	36	33	34	26	26	29	-19	-11	-8	-13
ABC News	25	17	17	18	19	16	37	31	35	27	28	28	-18	-9	-9	-12
Your daily newspaper	21	18	16	12	19	18	31	28	23	26	29	27	-7	-14	-10	-9
Local TV News	--	26	21	17	27	27	--	31	29	28	32	33	-8	-11	-5	-6
Wall St. Journal	46	35	23	29	29	28	40	29	29	26	24	33	-6	+3	+5	-5
USA Today	--	13	14	15	16	16	--	22	25	22	15	20	-11	-7	-1	-4
Fox News	26	28	29	32	34	41	27	27	24	22	19	21	+5	+10	+15	+20

PEW RESEARCH CENTER July 8-11, 2010. PEW 11a-I, n-o. Percentages based on those who could rate each organization.

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Republican credibility ratings for MSNBC have fallen over the past decade, from 24% in 2000 to 13% today. Democrats' ratings have changed little over this period (now 34%). As a result, partisan differences over MSNBC's credibility (21 points) are as large as those over Fox News.

Similarly, there is sizable partisan divide in perceptions of CNN's credibility; 19% of Republicans say they believe all or most of what they see or hear on CNN, compared with 40% of Democrats.

## **A NEW PHASE IN OUR DIGITAL LIVES**

**A commentary on the findings by Tom Rosenstiel, Director of the Pew Research Center's Project for Excellence in Journalism**

Some people describe it as The End of the Internet, though that is probably a misnomer.

Others, at the risk of cliché, might call it News 3.0.

Maybe the best way to understand what is occurring today with the way people interact with the news and technology is to think of it as the end of our digital childhood.

By whatever term you give it, the latest biennial survey on news consumption from the Pew Research Center for the People & the Press reveals signs of a new phase, perhaps even a new era, in the acquisition and consumption of news.

And there is every reason to expect the shift will only accelerate now with a new wave of technology devices – from smartphones to iPad-style devices – which the data do not fully measure.

In the last two years, people have begun to do more than replace old news platforms with new ones. Instead, the numbers suggest that people are beginning to exploit the capacity of the technology to interact with information differently.

This notion – that we are beginning to use the tools differently without necessarily abandoning the old ones – can be seen first in the amount of time people spend getting news. Compared with much of the past decade, people say they are spending more time each day acquiring or interacting with news.

In addition to the roughly one hour they spend with traditional platforms – which is largely unchanged from a decade ago – on average they spend another 13 minutes a day getting news online. Traditional platform use has stabilized (or has declined only slightly) in the last few years. And the online numbers, as the survey report notes, do not include time spent getting news on cell phones or other digital devices, the arena where news producers are now focusing so much of their effort and seeing so much potential. The data reinforce findings that we began to see earlier this year when the [Project for Excellence in Journalism and the Pew Internet and American Life Project collaborated on a survey](#) that explored the new participatory culture for news. That survey asked a new battery of questions and opened up new areas of inquiry. The newest People-Press

survey also tracks the trends on long-standing questions, adding to our knowledge about these shifts.

Why have we moved into this new phase -- where people are not simply replacing old technologies with new but using new ones for different things or in different ways, augmenting their more traditional behavior?

One explanation is that the content is changing. News producers are beginning to understand how they can deliver news in new ways to create new understanding, whether through the use of online graphics, customizing news to fit a consumer's interest or location, or recognizing the public as a community that participates in the news rather than an audience that receives it. Another factor is improved connections and faster speeds that bring the technology's potential to life. A third is that consumers themselves are changing, recognizing that each platform has its own unique strengths and weaknesses. The strength of an aggregator or search engine, which allows someone to find answers to his or her own specific questions, is very different from the agenda-setting power of a newscast or a newspaper front page (even online), in which the news is ordered and presented for you. The power of a social networking site to tell you what people you know are thinking about or reading is different than the convenience of using a smartphone on the spur of the moment to check a fact or scan a headline.

And these notions are reinforced in the data about why people say they use different media. News has many different functions in our lives; the proliferation of devices, platforms and products makes that variety more recognizable for us as consumers. The quick scan of news we might get from a cell phone is a different experience from the deeper interaction that users of the iPad say that they experience with those devices. The survey data show this is even true for traditional media. A large majority of regular CNN viewers say they turn to it for the latest news and headlines, while Bill O'Reilly's viewers turn to him for interesting views and opinions. The numbers reveal USA Today has a different function for its readers (primarily the latest headlines) than do the two other national papers in the United States, the Wall Street Journal or the New York Times, which are more valued for in-depth reporting.

The numbers also reveal some older publications, because of their strengths, are appealing to new audiences in ways they almost certainly never could have without the creative destruction and promise of the digital age. Regular readers of The New York Times are young – 34% are younger than 30, compared with 23% of the public – suggesting that a new generation of readers is discovering virtues of the newspaper that

had been known as the Old Gray Lady. The growing popularity of search engines, directing people to sites like nytimes.com, apparently has had an effect.

It all points to something we might have forgotten. The medium may not quite be the message, as Marshall McLuhan argued two generations ago. But the medium does make a difference. Different platforms serve us differently, and there is now more evidence people are integrating all of them into their lives.

## About the Survey

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a national sample of 3,006 adults living in the continental United States, 18 years of age or older, from June 8-28, 2010 (2,005 respondents were interviewed on a landline telephone, and 1,001 were interviewed on a cell phone, including 392 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English. For detailed information about our survey methodology, see <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2009 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2009 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting.

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:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	3,006	2.5 percentage points
Republicans	841	4.5 percentage points
Democrats	961	4.0 percentage points
Independents	993	4.0 percentage points
<i>Age</i>		
18-29	507	5.5 percentage points
30-49	766	4.5 percentage points
50-64	952	4.0 percentage points
65+	735	4.5 percentage points
<i>18-49 detailed</i>		
18-24	314	7.0 percentage points
25-29	193	8.5 percentage points
30-39	335	6.5 percentage points
40-49	431	6.0 percentage points
<i>Technology users:</i>		
Internet users	2,474	2.5 percentage points
Cell phone owners	2,627	2.5 percentage points
Twitters users	256	7.5 percentage points
Have SNS profile	1,264	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  
Michael Remez, Senior Writer  
Leah Christian and Jocelyn Kiley, Senior Researchers  
Robert Suls, Shawn Neidorf and Alec Tyson, Research Associates  
Jacob Poushter, Research Analyst  
Mattie Ressler and Danielle Gewurz, Research Assistants

		NIGHTLY NETWORK NEWS						CABLE NEWS CHANNELS					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		28	27	16	29	1	1497	39	31	12	18	0	1497
GENDER	Men	26	26	17	30	1	642	41	30	11	17	1	642
	Women	29	28	15	28	0	855	38	32	12	18	0	855
AGE	18-29	14	29	18	39	0	261	29	39	16	16	0	261
	30-49	22	31	19	27	1	374	39	33	11	17	0	374
	50-64	37	24	13	25	1	463	42	27	11	20	0	463
	65+	42	23	10	22	2	379	50	23	8	17	1	379
18-49 DETAILED	18-24	12	29	19	40	0	168	29	38	18	15	0	168
	25-29	17	28	17	38	0	93	29	41	13	18	0	93
	30-39	20	34	19	26	1	155	35	35	15	14	0	155
	40-49	24	29	19	28	0	219	41	31	8	20	0	219
AGE BY GENDER	Men 18-29	14	30	21	35	0	134	30	41	17	12	0	134
	Women 18-29	18	30	21	30	1	179	39	30	12	20	0	179
	Men 30-49	39	21	11	26	2	323	49	25	7	18	1	323
	Women 30-49	14	27	16	43	0	127	28	37	15	20	0	127
	Women 50+	39	26	12	22	0	519	42	25	12	20	0	519
RACE	White, non-Hisp	29	26	16	28	0	1148	39	31	12	18	0	1148
	Black, non-Hisp	37	32	11	19	1	140	42	30	10	19	0	140
	Hispanic*	14	28	16	39	3	91	37	30	15	17	1	91
EDUCATION	College grad+	25	28	20	27	1	547	44	29	14	13	0	547
	Some college	29	31	14	25	1	403	40	33	10	18	0	403
	HS or less	29	25	14	32	1	542	36	31	11	21	1	542
FAMILY INCOME	\$75,000+	28	28	18	26	1	426	45	32	13	11	0	426
	\$30k-74,999	28	29	16	26	0	461	40	32	9	18	0	461
	Less than \$30k	28	26	14	31	1	375	36	29	11	24	1	375
DETAILED INCOME	\$100,000+	27	28	17	28	0	243	42	35	14	10	0	243
	\$75k-99,999	30	27	19	24	1	183	49	28	11	12	0	183
	\$50k-74,999	33	26	17	25	0	217	41	35	10	14	0	217
	\$30k-49,999	24	32	16	27	0	244	39	29	9	22	1	244
	Less than \$30k	28	26	14	31	1	375	36	29	11	24	1	375
PARTY	Republican	27	27	14	32	0	411	49	27	9	15	0	411
	Democrat	30	29	15	24	1	468	35	31	13	21	1	468
	Independent	27	26	17	30	0	506	40	34	12	15	0	506
PARTY- IDEOLOGY	Cons Rep	23	26	16	34	0	295	50	27	8	15	0	295
	Mod/Lib Rep	33	29	11	26	0	105	47	28	13	12	0	105
	Cons/Mod Dem	32	32	14	21	2	301	37	28	13	21	1	301
	Liberal Dem	24	27	18	30	1	150	34	36	12	17	1	150
INTERNET USER	Yes	27	28	16	28	0	1236	40	33	12	15	0	1236
	No	32	24	11	30	2	261	39	21	9	30	1	261

PEW RESEARCH CENTER June 8-28, 2010. Question 28: 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.

Item aF1 (based on Form 1): Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live.

Item bF1 (based on Form 1): Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		LOCAL TELEVISION NEWS						MORNING NEWS PROGRAMS					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		50	26	11	12	0	3006	20	22	16	42	0	3006
GENDER	Men	48	25	14	13	1	1295	14	20	16	51	0	1295
	Women	53	27	8	11	0	1711	26	24	16	34	0	1711
AGE	18-29	31	37	15	17	0	507	12	27	20	42	0	507
	30-49	48	27	12	12	1	766	18	21	16	44	0	766
	50-64	61	22	7	10	0	952	24	20	15	41	0	952
	65+	64	19	8	9	1	735	28	21	12	39	1	735
18-49 DETAILED	18-24	28	41	15	16	0	314	10	29	21	40	0	314
	25-29	35	31	15	20	0	193	15	23	17	44	0	193
	30-39	46	26	13	15	0	335	17	22	17	45	0	335
	40-49	50	28	12	9	1	431	20	21	16	43	0	431
AGE BY GENDER	Men 18-29	31	33	17	19	0	266	6	24	19	50	0	266
	Women 18-29	44	26	16	13	1	351	11	18	16	55	0	351
	Men 30-49	61	21	9	9	1	666	20	18	14	47	1	666
	Women 30-49	31	41	13	15	0	241	19	29	20	32	0	241
	Women 50+	63	20	7	9	1	1021	30	22	14	34	0	1021
RACE	White, non-Hisp	51	26	11	11	0	2308	20	20	16	44	0	2308
	Black, non-Hisp	61	24	5	9	1	283	32	30	14	23	0	283
	Hispanic*	42	31	12	15	0	187	15	27	17	41	1	187
EDUCATION	College grad+	48	25	14	13	0	1099	21	16	18	45	0	1099
	Some college	49	28	10	13	0	785	17	23	17	42	0	785
	HS or less	52	26	9	11	1	1110	21	25	14	39	0	1110
FAMILY INCOME	\$75,000+	50	24	12	14	0	855	20	19	16	45	0	855
	\$30k-74,999	54	27	10	9	0	946	19	21	19	41	0	946
	Less than \$30k	49	28	10	11	1	725	23	26	13	38	0	725
DETAILED INCOME	\$100,000+	48	25	13	14	0	496	19	18	16	47	0	496
	\$75k-99,999	51	22	11	15	0	359	22	20	16	42	0	359
	\$50k-74,999	57	24	11	9	0	445	21	19	22	38	0	445
	\$30k-49,999	51	29	10	9	1	501	18	22	16	44	0	501
	Less than \$30k	49	28	10	11	1	725	23	26	13	38	0	725
PARTY	Republican	51	28	9	11	1	841	18	23	15	43	0	841
	Democrat	54	24	11	11	0	961	26	23	15	35	0	961
	Independent	48	28	12	12	0	993	17	20	18	44	0	993
PARTY- IDEOLOGY	Cons Rep	50	27	10	13	0	580	15	22	15	47	0	580
	Mod/Lib Rep	54	31	8	7	1	238	22	27	16	34	0	238
	Cons/Mod Dem	61	22	8	9	0	612	29	25	15	31	0	612
	Liberal Dem	40	28	17	14	0	307	21	21	14	44	1	307
INTERNET USER	Yes	49	27	12	12	0	2474	19	22	17	42	0	2474
	No	56	23	8	12	2	532	25	24	11	39	1	532

PEW RESEARCH CENTER June 8-28, 2010. Question 28: 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.

Item k: Watch 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.

Item o: Watch the Today Show, Good Morning America or the Early Show.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		CNN						FOX NEWS CABLE CHANNEL					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		18	32	17	32	0	1509	23	26	14	37	0	1509
GENDER	Men	16	29	22	32	0	653	22	26	15	37	0	653
	Women	20	34	13	32	0	856	24	26	13	36	1	856
AGE	18-29	13	33	20	34	0	246	17	27	14	42	0	246
	30-49	19	32	18	31	0	392	21	27	14	37	1	392
	50-64	18	31	18	32	0	489	26	26	15	33	1	489
	65+	21	34	13	31	1	356	30	25	12	33	0	356
18-49 DETAILED	18-24	12	35	20	33	0	146	15	26	17	41	0	146
	25-29	15	30	19	36	0	100	18	29	9	44	0	100
	30-39	18	30	15	38	0	180	21	25	11	42	0	180
	40-49	20	34	21	25	0	212	22	29	16	32	1	212
AGE BY GENDER	Men 18-29	13	28	25	34	0	132	16	24	16	43	0	132
	Women 18-29	16	30	24	30	0	172	17	31	14	38	0	172
	Men 30-49	19	29	19	31	0	343	31	23	14	31	0	343
	Women 30-49	15	39	13	34	0	114	17	32	11	40	0	114
	Women 50+	19	35	14	31	1	502	25	27	13	35	0	502
RACE	White, non-Hisp	15	32	19	33	0	1160	24	25	13	37	0	1160
	Black, non-Hisp	32	40	15	14	0	143	26	29	15	29	1	143
	Hispanic*	26	28	11	35	0	96	17	30	14	37	2	96
EDUCATION	College grad+	21	33	20	26	0	552	23	22	12	43	0	552
	Some college	14	32	19	35	0	382	24	25	14	37	0	382
	HS or less	18	31	15	35	1	568	23	29	15	32	1	568
FAMILY INCOME	\$75,000+	19	34	19	27	0	429	22	25	10	43	0	429
	\$30k-74,999	18	32	18	31	0	485	26	24	17	33	0	485
	Less than \$30k	20	29	16	34	1	350	22	29	15	33	1	350
DETAILED INCOME	\$100,000+	20	35	17	28	0	253	22	24	11	43	0	253
	\$75k-99,999	18	32	23	26	0	176	22	26	8	44	0	176
	\$50k-74,999	19	32	21	28	0	228	28	24	15	33	0	228
	\$30k-49,999	17	33	17	33	0	257	24	24	18	33	0	257
	Less than \$30k	20	29	16	34	1	350	22	29	15	33	1	350
PARTY	Republican	12	29	21	37	0	430	40	31	9	21	0	430
	Democrat	25	33	16	26	0	493	15	23	17	45	1	493
	Independent	17	33	18	32	0	487	20	27	15	38	1	487
PARTY- IDEOLOGY	Cons Rep	10	26	23	40	1	285	48	29	6	17	0	285
	Mod/Lib Rep	18	35	16	31	0	133	27	30	16	27	0	133
	Cons/Mod Dem	24	36	15	25	0	311	18	25	17	39	1	311
	Liberal Dem	26	28	18	28	0	157	7	16	16	61	0	157
INTERNET USER	Yes	18	32	19	32	0	1238	23	25	14	38	0	1238
	No	20	33	12	34	1	271	22	31	12	33	2	271

PEW RESEARCH CENTER June 8-28, 2010. Question 28: 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.

Item gF2 (based on Form 2): Watch CNN.

Item hF2 (based on Form 2): Watch the Fox News CABLE Channel.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		MSNBC						C-SPAN					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		11	28	19	41	1	1509	4	17	19	60	1	3006
GENDER	Men	10	25	20	44	0	653	4	17	20	58	1	1295
	Women	11	31	18	39	1	856	4	16	18	61	1	1711
AGE	18-29	4	29	20	47	0	246	2	14	17	67	1	507
	30-49	11	30	19	40	0	392	4	17	21	58	1	766
	50-64	13	28	20	38	0	489	3	18	19	59	1	952
	65+	14	25	17	42	2	356	5	18	18	56	3	735
18-49 DETAILED	18-24	4	29	20	48	0	146	2	13	17	67	1	314
	25-29	6	29	20	46	0	100	1	16	16	66	1	193
	30-39	10	27	19	43	1	180	4	14	19	62	1	335
	40-49	11	33	19	37	0	212	4	19	22	54	0	431
AGE BY GENDER	Men 18-29	4	25	18	52	0	132	2	17	18	62	1	266
	Women 18-29	10	26	20	44	0	172	4	16	22	57	1	351
	Men 30-49	12	25	22	40	1	343	4	18	20	57	1	666
	Women 30-49	4	33	21	41	0	114	2	12	15	71	1	241
	Women 50+	11	34	18	37	1	220	4	17	20	59	0	415
RACE	White, non-Hisp	10	28	20	42	1	1160	3	15	19	63	0	2308
	Black, non-Hisp	19	34	15	30	2	143	7	25	17	48	2	283
	Hispanic*	10	28	22	40	0	96	4	21	18	54	3	187
EDUCATION	College grad+	12	27	23	37	0	552	4	16	25	54	1	1099
	Some college	11	26	19	43	1	382	2	19	18	59	1	785
	HS or less	9	31	16	43	1	568	4	16	15	64	2	1110
FAMILY INCOME	\$75,000+	10	29	21	40	0	429	3	16	24	57	0	855
	\$30k-74,999	13	30	19	37	1	485	4	19	20	56	1	946
	Less than \$30k	9	28	16	47	1	350	4	17	14	64	1	725
DETAILED INCOME	\$100,000+	12	27	18	43	0	253	2	16	24	57	1	496
	\$75k-99,999	9	31	24	36	0	176	5	15	23	56	0	359
	\$50k-74,999	16	27	19	38	1	228	4	19	22	55	0	445
	\$30k-49,999	11	33	20	36	1	257	4	20	19	57	1	501
	Less than \$30k	9	28	16	47	1	350	4	17	14	64	1	725
PARTY	Republican	6	25	20	49	1	430	3	14	20	63	0	841
	Democrat	16	33	17	33	1	493	5	21	19	54	1	961
	Independent	10	29	21	40	0	487	3	16	19	62	1	993
PARTY- IDEOLOGY	Cons Rep	5	24	20	51	0	285	2	15	20	62	0	580
	Mod/Lib Rep	7	29	21	43	1	133	3	12	22	62	1	238
	Cons/Mod Dem	17	35	17	30	1	311	6	20	19	54	1	612
	Liberal Dem	18	25	17	40	0	157	3	22	20	54	0	307
INTERNET USER	Yes	10	29	20	41	0	1238	3	17	21	59	1	2474
	No	12	27	14	45	2	271	4	17	11	64	3	532

PEW RESEARCH CENTER June 8-28, 2010. Question 28: 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.

Item iF2 (based on Form 2): Watch MSNBC.

Item I: Watch C-SPAN.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		POLITICAL CALL-IN RADIO SHOWS						SUNDAY NEWS-AND-POLITICS SHOWS					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		16	23	20	42	0	3006	11	20	16	52	0	3006
GENDER	Men	19	23	21	37	0	1295	11	21	17	51	1	1295
	Women	13	22	18	46	0	1711	12	19	16	53	0	1711
AGE	18-29	14	24	22	41	0	507	5	11	15	69	0	507
	30-49	19	24	19	38	0	766	10	22	17	51	0	766
	50-64	16	22	20	41	0	952	15	23	16	46	0	952
	65+	10	21	17	52	1	735	19	23	16	40	2	735
18-49 DETAILED	18-24	13	22	23	42	0	314	3	11	16	70	0	314
	25-29	14	27	19	39	0	193	7	10	15	68	0	193
	30-39	23	23	19	35	0	335	6	18	19	57	0	335
	40-49	15	26	19	40	0	431	13	25	15	46	0	431
AGE BY GENDER	Men 18-29	16	24	23	37	0	266	5	10	15	70	0	266
	Women 18-29	22	23	20	34	0	351	9	23	17	51	0	351
	Men 30-49	17	23	21	39	0	666	16	25	17	40	1	666
	Women 30-49	11	24	21	45	0	241	4	11	16	69	0	241
	Women 50+	11	20	17	51	1	1021	16	21	15	47	0	1021
RACE	White, non-Hisp	16	22	20	41	0	2308	11	18	17	54	0	2308
	Black, non-Hisp	11	29	17	42	0	283	15	31	12	41	1	283
	Hispanic*	12	21	16	51	0	187	10	18	16	56	0	187
EDUCATION	College grad+	21	26	21	32	0	1099	16	21	19	44	0	1099
	Some college	18	21	20	41	0	785	9	18	14	58	0	785
	HS or less	10	22	18	49	0	1110	10	19	15	55	1	1110
FAMILY INCOME	\$75,000+	20	26	22	32	0	855	14	21	18	47	0	855
	\$30k-74,999	18	24	19	38	0	946	11	19	16	53	0	946
	Less than \$30k	10	20	21	48	0	725	10	18	17	54	1	725
DETAILED INCOME	\$100,000+	21	26	20	33	0	496	14	22	17	46	0	496
	\$75k-99,999	18	26	25	30	0	359	13	20	20	47	0	359
	\$50k-74,999	20	26	22	32	0	445	13	20	17	50	1	445
	\$30k-49,999	17	23	18	43	0	501	10	19	14	56	0	501
	Less than \$30k	10	20	21	48	0	725	10	18	17	54	1	725
PARTY	Republican	20	25	19	35	0	841	11	17	17	55	0	841
	Democrat	11	23	21	45	0	961	13	25	15	46	1	961
	Independent	18	23	20	39	0	993	11	18	17	54	0	993
PARTY- IDEOLOGY	Cons Rep	25	28	17	30	0	580	11	18	18	53	0	580
	Mod/Lib Rep	10	22	24	44	0	238	11	17	15	57	0	238
	Cons/Mod Dem	10	23	22	45	0	612	14	25	15	45	1	612
	Liberal Dem	13	23	20	44	0	307	13	23	14	49	0	307
INTERNET USER	Yes	18	24	21	37	0	2474	11	19	17	53	0	2474
	No	5	16	16	63	1	532	14	23	14	48	2	532

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Question 36: 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, hardly ever or never?

Question 28p: 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. ... Watch Sunday morning news shows, such as Meet the Press, This Week or Face the Nation.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		NEWS MAGAZINES						ATLANTIC / NEW YORKER / HARPER'S					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		8	27	24	40	0	3006	3	8	15	74	0	3006
GENDER	Men	10	26	25	40	0	1295	3	7	14	76	0	1295
	Women	7	28	24	41	0	1711	2	8	16	73	0	1711
AGE	18-29	9	30	24	36	0	507	2	11	16	71	0	507
	30-49	8	27	27	38	0	766	2	7	17	74	0	766
	50-64	8	25	23	44	0	952	3	7	13	77	0	952
	65+	10	24	22	44	1	735	3	6	15	74	0	735
18-49 DETAILED	18-24	9	30	25	36	0	314	3	12	16	69	0	314
	25-29	9	31	23	37	0	193	2	10	16	73	0	193
	30-39	8	28	23	40	0	335	3	6	17	74	1	335
	40-49	7	26	30	36	0	431	1	7	17	74	0	431
AGE BY GENDER	Men 18-29	12	30	23	35	0	266	3	12	13	72	0	266
	Women 18-29	7	25	28	40	0	351	2	4	14	80	1	351
	Men 30-49	10	24	23	42	0	666	4	6	15	75	0	666
	Women 30-49	5	31	25	38	0	241	1	9	20	70	0	241
	Women 50+	7	25	22	45	0	1021	3	7	13	77	0	1021
RACE	White, non-Hisp	9	25	26	41	0	2308	3	6	14	77	0	2308
	Black, non-Hisp	9	31	21	40	0	283	3	12	18	67	0	283
	Hispanic*	7	33	21	39	0	187	2	12	19	66	1	187
EDUCATION	College grad+	14	29	29	27	0	1099	5	10	20	65	0	1099
	Some college	10	27	24	39	0	785	1	7	16	76	0	785
	HS or less	4	25	22	49	0	1110	2	6	12	80	0	1110
FAMILY INCOME	\$75,000+	14	26	29	31	0	855	5	8	18	68	0	855
	\$30k-74,999	9	28	26	36	0	946	1	7	15	76	0	946
	Less than \$30k	4	27	20	49	0	725	2	7	15	75	0	725
DETAILED INCOME	\$100,000+	14	27	29	30	0	496	7	8	18	67	0	496
	\$75k-99,999	15	26	28	32	0	359	2	9	18	71	0	359
	\$50k-74,999	10	30	26	34	0	445	2	6	14	77	0	445
	\$30k-49,999	7	27	26	39	0	501	1	8	16	75	0	501
	Less than \$30k	4	27	20	49	0	725	2	7	15	75	0	725
PARTY	Republican	7	26	24	43	0	841	1	5	13	81	0	841
	Democrat	10	27	22	40	0	961	5	9	16	69	0	961
	Independent	8	28	27	37	0	993	2	8	17	73	0	993
PARTY- IDEOLOGY	Cons Rep	7	26	24	43	0	580	0	5	12	83	0	580
	Mod/Lib Rep	9	26	28	37	0	238	2	5	16	77	0	238
	Cons/Mod Dem	8	29	23	40	0	612	3	8	17	72	0	612
	Liberal Dem	16	29	23	32	0	307	11	11	17	61	0	307
INTERNET USER	Yes	10	29	25	36	0	2474	3	8	16	73	0	2474
	No	3	16	20	61	0	532	2	5	11	81	1	532

PEW RESEARCH CENTER June 8-28, 2010. Question 30: Now I'd like to know how often you read certain types of publications in print or online. How often do you read... regularly, sometimes, hardly ever or never?

Item a: News magazines such as Time, U.S. News or Newsweek.

Item b: Magazines such as The Atlantic, Harper's or The New Yorker.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		A DAILY NEWSPAPER						WEEKLY COMMUNITY NEWSPAPERS					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		40	27	11	21	0	3006	30	28	14	27	1	3006
GENDER	Men	39	28	11	22	1	1295	27	27	15	31	1	1295
	Women	41	27	12	21	0	1711	34	28	13	24	0	1711
AGE	18-29	23	41	15	22	0	507	17	35	19	29	0	507
	30-49	37	30	12	21	0	766	28	29	15	27	0	766
	50-64	49	22	9	20	0	952	38	26	12	24	0	952
	65+	55	13	8	23	0	735	39	18	9	32	2	735
18-49 DETAILED	18-24	17	46	16	20	0	314	17	37	19	27	0	314
	25-29	30	32	12	25	0	193	17	32	18	33	0	193
	30-39	32	31	13	23	1	335	25	28	19	28	1	335
	40-49	40	29	11	19	0	431	32	31	12	26	0	431
AGE BY GENDER	Men 18-29	24	40	12	24	0	266	15	34	19	33	0	266
	Women 18-29	34	31	13	21	1	351	26	26	16	31	1	351
	Men 30-49	52	18	8	22	1	666	35	23	11	30	1	666
	Women 30-49	21	41	17	20	0	241	19	37	19	25	0	241
	Women 50+	39	28	11	21	0	415	31	32	14	23	0	415
RACE	White, non-Hisp	43	25	11	21	0	2308	33	27	14	26	0	2308
	Black, non-Hisp	37	34	9	20	0	283	26	34	10	30	0	283
	Hispanic*	26	36	14	23	1	187	23	27	17	31	1	187
EDUCATION	College grad+	54	20	11	15	0	1099	37	26	14	23	1	1099
	Some college	36	28	13	23	0	785	30	28	16	26	0	785
	HS or less	33	31	10	25	0	1110	26	29	13	31	1	1110
FAMILY INCOME	\$75,000+	49	21	12	18	0	855	33	26	16	25	0	855
	\$30k-74,999	45	26	10	18	0	946	34	30	13	23	1	946
	Less than \$30k	27	34	12	27	0	725	25	27	15	32	1	725
DETAILED INCOME	\$100,000+	53	21	10	16	0	496	33	26	15	26	0	496
	\$75k-99,999	44	22	14	20	0	359	33	26	17	23	0	359
	\$50k-74,999	52	24	9	14	1	445	35	30	13	22	1	445
	\$30k-49,999	40	28	11	21	0	501	33	30	13	24	0	501
	Less than \$30k	27	34	12	27	0	725	25	27	15	32	1	725
PARTY	Republican	45	25	11	19	0	841	35	26	12	26	1	841
	Democrat	41	27	11	21	0	961	30	27	14	28	1	961
	Independent	38	30	11	20	0	993	30	30	14	25	0	993
PARTY- IDEOLOGY	Cons Rep	47	23	11	19	0	580	37	25	11	26	1	580
	Mod/Lib Rep	41	30	13	16	0	238	33	30	14	22	0	238
	Cons/Mod Dem	43	27	10	20	0	612	32	27	13	27	1	612
	Liberal Dem	40	25	14	21	0	307	26	29	19	25	0	307
INTERNET USER	Yes	41	28	12	19	0	2474	31	29	15	25	0	2474
	No	35	22	9	34	0	532	28	21	10	38	2	532

PEW RESEARCH CENTER June 8-28, 2010. Question 30: Now I'd like to know how often you read certain types of publications in print or online. How often do you read... regularly, sometimes, hardly ever or never?

Item c: A daily newspaper.

Item d: Local weekly community newspapers.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		THE NEW YORK TIMES						THE WALL STREET JOURNAL					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		5	13	14	68	0	3006	4	13	16	67	0	3006
GENDER	Men	7	14	14	65	0	1295	6	16	17	61	0	1295
	Women	4	11	15	70	0	1711	3	11	15	72	0	1711
AGE	18-29	8	19	16	57	0	507	4	14	16	66	0	507
	30-49	5	12	16	66	0	766	4	15	17	64	0	766
	50-64	3	12	13	72	0	952	4	13	15	68	0	952
	65+	5	8	10	77	0	735	3	11	15	70	0	735
18-49 DETAILED	18-24	8	19	18	54	0	314	3	13	18	66	0	314
	25-29	7	19	13	62	0	193	4	15	14	67	1	193
	30-39	7	12	17	64	0	335	5	14	16	65	1	335
	40-49	4	11	16	68	1	431	4	15	17	63	0	431
AGE BY GENDER	Men 18-29	11	23	16	50	0	266	6	17	18	58	0	266
	Women 18-29	6	11	11	71	1	351	4	17	15	63	1	351
	Men 30-49	5	12	14	70	0	666	6	14	17	62	0	666
	Women 30-49	5	15	15	65	0	241	1	9	15	75	0	241
	Women 50+	3	9	11	77	0	1021	2	10	13	75	0	1021
RACE	White, non-Hisp	5	10	13	71	0	2308	4	11	15	69	0	2308
	Black, non-Hisp	5	16	16	63	0	283	3	13	17	66	0	283
	Hispanic*	7	18	18	57	0	187	3	19	19	58	1	187
EDUCATION	College grad+	12	16	19	53	0	1099	10	20	21	49	0	1099
	Some college	4	13	15	68	0	785	2	13	16	68	0	785
	HS or less	2	10	10	77	0	1110	1	9	12	77	1	1110
FAMILY INCOME	\$75,000+	11	13	18	58	0	855	9	19	20	52	0	855
	\$30k-74,999	3	13	15	69	0	946	3	13	18	66	0	946
	Less than \$30k	2	13	13	71	0	725	1	9	13	76	0	725
DETAILED INCOME	\$100,000+	14	15	17	54	0	496	9	20	20	51	0	496
	\$75k-99,999	6	12	19	63	0	359	8	18	20	54	0	359
	\$50k-74,999	3	16	14	67	0	445	4	15	16	64	0	445
	\$30k-49,999	4	11	15	70	0	501	3	10	19	68	0	501
	Less than \$30k	2	13	13	71	0	725	1	9	13	76	0	725
PARTY	Republican	2	9	13	76	0	841	6	13	15	66	0	841
	Democrat	8	14	16	62	0	961	3	12	17	67	0	961
	Independent	6	15	14	65	0	993	5	15	16	64	0	993
PARTY- IDEOLOGY	Cons Rep	1	9	13	77	0	580	7	13	15	65	0	580
	Mod/Lib Rep	4	11	14	72	0	238	4	14	15	67	0	238
	Cons/Mod Dem	5	14	15	66	0	612	3	11	16	70	0	612
	Liberal Dem	13	16	20	51	0	307	3	15	22	60	0	307
INTERNET USER	Yes	6	14	15	64	0	2474	5	15	17	63	0	2474
	No	1	6	8	84	1	532	1	5	11	83	1	532

PEW RESEARCH CENTER June 8-28, 2010. Question 31: And thinking about some specific newspapers in print and online, how often do you read... regularly, sometimes, hardly ever or never.

Item a: The New York Times.

Item b: The Wall Street Journal.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		USA TODAY						NPR					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		4	24	19	53	0	3006	11	13	14	61	1	3006
GENDER	Men	5	25	19	50	0	1295	13	13	15	58	1	1295
	Women	4	22	19	55	0	1711	10	13	13	63	1	1711
AGE	18-29	4	23	23	51	0	507	11	14	9	65	1	507
	30-49	5	25	21	49	0	766	12	14	15	58	1	766
	50-64	5	25	15	54	0	952	12	12	16	59	1	952
	65+	3	21	17	59	0	735	10	11	14	62	2	735
18-49 DETAILED	18-24	4	20	24	52	0	314	9	16	10	65	1	314
	25-29	3	27	20	51	0	193	13	12	8	65	1	193
	30-39	5	22	19	54	0	335	14	14	16	56	0	335
	40-49	5	27	23	46	0	431	11	13	15	60	1	431
AGE BY GENDER	Men 18-29	4	24	23	49	0	266	13	14	8	63	2	266
	Women 18-29	6	25	19	50	0	351	12	14	16	58	0	351
	Men 30-49	5	26	17	51	0	666	13	13	17	55	2	666
	Women 30-49	4	21	22	54	0	241	8	15	10	67	0	241
	Women 50+	4	24	23	49	0	415	13	14	14	58	1	415
RACE	White, non-Hisp	5	23	19	54	0	2308	12	13	14	60	1	2308
	Black, non-Hisp	6	26	19	46	1	283	8	16	14	59	2	283
	Hispanic*	2	20	23	54	0	187	8	10	16	66	1	187
EDUCATION	College grad+	7	30	24	40	0	1099	20	18	16	45	1	1099
	Some college	4	26	18	52	0	785	11	13	13	62	1	785
	HS or less	3	18	17	61	0	1110	6	10	13	70	1	1110
FAMILY INCOME	\$75,000+	7	27	24	42	0	855	19	16	15	50	0	855
	\$30k-74,999	5	26	18	51	0	946	11	13	15	60	1	946
	Less than \$30k	2	20	17	60	0	725	7	12	13	67	1	725
DETAILED INCOME	\$100,000+	8	26	26	41	0	496	20	17	15	48	0	496
	\$75k-99,999	6	29	21	44	0	359	18	15	15	52	0	359
	\$50k-74,999	6	28	19	47	0	445	11	14	15	58	2	445
	\$30k-49,999	3	24	18	54	0	501	10	12	15	62	0	501
	Less than \$30k	2	20	17	60	0	725	7	12	13	67	1	725
PARTY	Republican	6	21	19	54	0	841	6	12	16	65	1	841
	Democrat	4	27	17	52	0	961	14	13	13	59	1	961
	Independent	4	24	21	50	0	993	14	14	14	58	1	993
PARTY- IDEOLOGY	Cons Rep	7	22	17	54	0	580	6	12	18	62	1	580
	Mod/Lib Rep	4	19	25	52	0	238	8	10	14	68	0	238
	Cons/Mod Dem	4	27	17	51	0	612	10	13	15	61	1	612
	Liberal Dem	3	29	19	48	0	307	23	16	9	52	1	307
INTERNET USER	Yes	5	26	20	49	0	2474	13	14	14	58	1	2474
	No	1	12	14	72	1	532	4	7	14	72	2	532

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Question 31c: And thinking about some specific newspapers in print and online, how often do you read USA Today... regularly, sometimes, hardly ever or never.

Question 28m: 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. Listen to NPR, National Public Radio.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		BLOGS ABOUT POLITICS, CURRENT EVENTS						NEWS FROM SOCIAL NETWORKING					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		11	24	27	38	0	2474	16	26	22	36	0	1264
GENDER	Men	14	22	28	37	0	1100	13	25	24	38	0	536
	Women	9	25	27	39	0	1374	18	26	21	35	0	728
AGE	18-29	6	24	32	38	0	490	15	29	22	34	0	407
	30-49	11	26	28	35	0	709	19	27	19	34	0	442
	50-64	15	20	23	43	0	820	14	18	24	45	0	314
	65+	16	26	23	34	1	420	3	15	42	40	0	89
18-49 DETAILED	18-24	6	23	34	36	0	303	13	29	23	34	0	261
	25-29	7	24	29	40	0	187	16	28	21	33	1	146
	30-39	11	26	26	37	0	320	23	31	17	29	0	222
	40-49	12	25	31	33	0	389	15	22	22	41	0	220
AGE BY GENDER	Men 18-29	9	23	31	37	0	260	15	29	18	37	1	211
	Women 18-29	14	24	29	33	0	322	13	24	26	38	0	178
	Men 30-49	17	19	24	40	0	508	11	16	33	40	0	143
	Women 30-49	3	25	33	39	0	230	14	29	27	30	0	196
	Women 50+	9	27	27	37	0	387	24	29	15	32	0	264
RACE	White, non-Hisp	11	22	26	40	0	1914	16	24	22	38	0	952
	Black, non-Hisp	14	31	27	29	0	207	16	36	22	25	0	104
	Hispanic*	10	23	36	32	0	159	15	18	28	39	0	102
EDUCATION	College grad+	14	24	26	36	0	1045	20	20	23	37	0	584
	Some college	10	24	30	36	0	685	14	22	22	40	1	357
	HS or less	10	23	25	41	0	735	12	35	22	31	0	321
FAMILY INCOME	\$75,000+	13	25	27	35	0	818	18	23	23	35	0	455
	\$30k-74,999	11	24	27	37	0	838	14	25	23	38	0	423
	Less than \$30k	7	23	29	40	0	467	14	32	20	34	1	250
DETAILED INCOME	\$100,000+	14	25	29	33	0	477	19	20	24	36	0	272
	\$75k-99,999	13	24	24	38	0	341	17	27	22	33	0	183
	\$50k-74,999	11	23	30	37	0	411	18	20	24	37	0	215
	\$30k-49,999	12	26	25	37	0	427	10	29	22	39	0	208
	Less than \$30k	7	23	29	40	0	467	14	32	20	34	1	250
PARTY	Republican	12	25	26	36	0	706	16	26	24	33	1	343
	Democrat	13	26	28	34	0	749	16	28	22	33	0	395
	Independent	10	22	28	39	0	876	15	24	21	40	0	477
PARTY- IDEOLOGY	Cons Rep	14	25	27	34	0	490	15	29	25	31	0	230
	Mod/Lib Rep	8	25	26	41	0	204	17	20	23	40	0	110
	Cons/Mod Dem	12	25	30	33	0	469	16	31	23	29	0	222
	Liberal Dem	15	27	25	32	0	262	16	26	22	36	0	164

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Question 46 (based on Internet users): How often, if ever, do you read blogs about politics or current events? Regularly, sometimes, hardly ever or never?

Question 61 (based on those who have social networking profiles): How often, if ever, do you get news or news headlines through social networking sites?

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		THE DAILY SHOW						THE COLBERT REPORT					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		7	20	12	60	1	3006	6	18	14	62	0	3006
GENDER	Men	9	20	14	57	1	1295	8	19	15	59	0	1295
	Women	6	19	11	63	1	1711	4	18	13	65	0	1711
AGE	18-29	13	27	12	47	0	507	13	22	13	52	0	507
	30-49	8	22	14	56	0	766	5	21	16	58	0	766
	50-64	5	16	12	66	1	952	3	16	13	67	0	952
	65+	2	11	11	74	1	735	1	13	10	75	1	735
18-49 DETAILED	18-24	13	31	12	44	0	314	14	24	13	49	0	314
	25-29	13	22	13	52	0	193	11	20	12	57	0	193
	30-39	9	25	15	51	0	335	6	24	14	56	0	335
	40-49	6	19	13	61	1	431	3	18	18	61	0	431
AGE BY GENDER	Men 18-29	18	26	13	44	0	266	18	21	13	48	0	266
	Women 18-29	8	22	16	53	1	351	5	23	17	55	0	351
	Men 30-49	4	15	13	67	1	666	3	15	13	68	0	666
	Women 30-49	8	29	12	51	0	241	8	23	12	57	0	241
	Men 50+	7	22	12	60	0	415	4	19	15	62	0	415
Women 50+	4	14	10	71	1	1021	2	15	11	72	1	1021	
RACE	White, non-Hisp	7	20	13	60	1	2308	5	19	13	62	0	2308
	Black, non-Hisp	3	20	13	63	1	283	3	20	12	65	0	283
	Hispanic*	12	17	10	61	0	187	6	14	16	64	0	187
EDUCATION	College grad+	9	24	15	52	0	1099	7	23	18	51	0	1099
	Some college	6	23	13	58	1	785	6	20	14	60	0	785
	HS or less	7	15	11	67	1	1110	4	14	11	71	0	1110
FAMILY INCOME	\$75,000+	9	24	15	51	0	855	8	24	16	52	0	855
	\$30k-74,999	7	20	12	61	1	946	6	18	14	61	0	946
	Less than \$30k	8	19	12	61	1	725	5	15	13	67	0	725
DETAILED INCOME	\$100,000+	10	24	15	50	0	496	8	26	16	50	0	496
	\$75k-99,999	8	23	15	53	0	359	7	22	15	56	0	359
	\$50k-74,999	7	22	10	60	1	445	5	19	15	61	0	445
	\$30k-49,999	7	18	14	61	0	501	6	18	14	61	0	501
	Less than \$30k	8	19	12	61	1	725	5	15	13	67	0	725
PARTY	Republican	4	15	12	68	0	841	3	15	13	68	0	841
	Democrat	9	24	11	56	0	961	7	21	14	58	0	961
	Independent	8	22	14	55	1	993	7	20	14	59	0	993
PARTY- IDEOLOGY	Cons Rep	3	13	11	73	1	580	2	14	13	70	0	580
	Mod/Lib Rep	8	21	16	55	0	238	5	18	14	63	0	238
	Cons/Mod Dem	8	19	12	61	0	612	5	17	15	63	0	612
	Liberal Dem	14	34	10	42	0	307	11	31	14	43	0	307
INTERNET USER	Yes	8	22	13	57	0	2474	6	21	14	58	0	2474
	No	4	9	11	75	1	532	1	7	12	79	1	532

PEW RESEARCH CENTER June 8-28, 2010. Question 29: Now I'd like to ask you about some other television and radio programs. How often do you ... regularly, sometimes, hardly ever or never.

Item c: Watch the Daily Show with Jon Stewart.

Item g: Watch the Colbert Report with Stephen Colbert.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		GLENN BECK SHOW						SEAN HANNITY SHOW					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		7	13	8	72	1	3006	6	11	9	73	1	3006
GENDER	Men	7	14	9	70	0	1295	7	12	10	71	1	1295
	Women	7	11	7	74	1	1711	5	10	8	76	1	1711
AGE	18-29	5	6	6	83	0	507	2	6	8	84	0	507
	30-49	6	14	9	70	0	766	5	12	11	73	0	766
	50-64	7	14	9	70	1	952	8	12	9	70	1	952
	65+	10	16	9	64	1	735	10	14	8	65	2	735
18-49 DETAILED	18-24	5	6	5	83	0	314	2	5	7	85	0	314
	25-29	6	6	6	82	1	193	2	6	8	83	1	193
	30-39	6	13	8	73	1	335	5	11	9	76	0	335
	40-49	6	16	10	68	0	431	4	13	12	70	0	431
AGE BY GENDER	Men 18-29	6	8	5	80	1	266	3	5	7	85	0	266
	Women 18-29	6	17	10	67	0	351	6	13	12	69	0	351
	Men 30-49	8	16	11	65	0	666	10	15	10	64	1	666
	Women 30-49	4	5	6	85	0	241	1	6	9	84	0	241
	Women 50+	6	12	8	73	1	415	4	11	9	76	0	415
	Women 50+	8	13	7	71	1	1021	8	11	7	72	2	1021
RACE	White, non-Hisp	7	14	8	70	0	2308	7	12	8	71	1	2308
	Black, non-Hisp	1	8	6	84	1	283	2	7	7	84	1	283
	Hispanic*	5	10	9	76	1	187	4	5	13	77	1	187
EDUCATION	College grad+	7	13	10	70	0	1099	7	14	10	68	1	1099
	Some college	6	14	9	70	1	785	7	10	9	73	1	785
	HS or less	7	11	7	74	1	1110	5	9	8	77	1	1110
FAMILY INCOME	\$75,000+	6	16	10	68	0	855	8	14	9	69	0	855
	\$30k-74,999	9	13	9	68	0	946	7	12	11	69	1	946
	Less than \$30k	4	10	6	79	1	725	3	8	8	80	1	725
DETAILED INCOME	\$100,000+	7	15	8	70	0	496	9	13	8	70	0	496
	\$75k-99,999	5	18	11	65	0	359	6	14	9	69	1	359
	\$50k-74,999	9	15	11	64	1	445	8	13	12	66	1	445
	\$30k-49,999	9	12	8	71	0	501	6	10	11	72	0	501
	Less than \$30k	4	10	6	79	1	725	3	8	8	80	1	725
PARTY	Republican	14	23	10	53	0	841	15	20	11	53	1	841
	Democrat	2	6	6	86	1	961	1	4	8	86	1	961
	Independent	7	13	9	72	1	993	5	11	8	74	1	993
PARTY- IDEOLOGY	Cons Rep	19	28	9	45	0	580	20	25	13	41	1	580
	Mod/Lib Rep	5	12	15	68	0	238	5	8	9	77	1	238
	Cons/Mod Dem	2	6	7	84	1	612	1	5	10	84	1	612
	Liberal Dem	0	6	5	88	0	307	0	4	5	90	1	307
INTERNET USER	Yes	7	13	8	72	0	2474	6	11	9	73	0	2474
	No	7	10	7	74	1	532	5	8	8	77	2	532

PEW RESEARCH CENTER June 8-28, 2010. Question 29: Now I'd like to ask you about some other television and radio programs. How often do you ... regularly, sometimes, hardly ever or never.

Item h: Watch the Glenn Beck show.

Item b: Watch the Sean Hannity show.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		THE O'REILLY FACTOR WITH BILL O'REILLY						RUSH LIMBAUGH'S RADIO SHOW					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		10	20	13	57	0	3006	5	13	10	72	0	3006
GENDER	Men	11	20	14	55	1	1295	6	14	10	69	0	1295
	Women	9	20	12	59	0	1711	4	11	9	75	0	1711
AGE	18-29	5	16	10	69	0	507	3	9	8	80	0	507
	30-49	7	22	16	55	0	766	5	14	11	69	0	766
	50-64	12	20	14	53	1	952	5	12	10	72	0	952
	65+	16	22	11	51	1	735	8	15	9	68	1	735
18-49 DETAILED	18-24	4	13	12	70	0	314	3	9	8	81	0	314
	25-29	5	19	6	68	1	193	4	9	8	78	0	193
	30-39	6	19	19	56	0	335	4	15	12	69	0	335
	40-49	8	24	13	54	0	431	6	14	11	70	0	431
AGE BY GENDER	Men 18-29	5	17	8	69	1	266	5	10	7	78	0	266
	Women 18-29	8	21	17	54	0	351	6	18	10	66	0	351
	Men 30-49	16	22	14	46	1	666	8	15	11	66	0	666
	Women 30-49	4	15	12	69	0	241	2	8	9	81	0	241
	Women 50+	7	23	14	57	0	415	4	12	12	72	0	415
	Women 50+	12	20	11	57	0	1021	5	12	8	75	1	1021
RACE	White, non-Hisp	11	20	13	56	0	2308	6	14	10	70	0	2308
	Black, non-Hisp	3	19	14	64	0	283	1	7	5	87	0	283
	Hispanic*	6	16	14	61	2	187	3	10	11	74	1	187
EDUCATION	College grad+	11	22	14	53	0	1099	7	12	11	70	0	1099
	Some college	10	20	12	57	0	785	6	15	9	70	0	785
	HS or less	8	19	12	60	1	1110	3	12	9	75	0	1110
FAMILY INCOME	\$75,000+	12	21	14	53	0	855	7	15	10	69	0	855
	\$30k-74,999	12	22	14	51	0	946	7	13	10	70	0	946
	Less than \$30k	5	18	13	64	1	725	2	11	10	76	0	725
DETAILED INCOME	\$100,000+	12	22	13	53	0	496	8	13	10	69	0	496
	\$75k-99,999	12	20	15	53	0	359	5	16	11	68	0	359
	\$50k-74,999	15	23	16	46	0	445	7	13	13	66	0	445
	\$30k-49,999	9	22	13	55	0	501	7	12	8	73	0	501
	Less than \$30k	5	18	13	64	1	725	2	11	10	76	0	725
PARTY	Republican	21	25	15	40	0	841	13	23	15	49	0	841
	Democrat	3	16	12	69	1	961	2	5	6	88	0	961
	Independent	9	21	14	56	0	993	4	13	10	73	0	993
PARTY- IDEOLOGY	Cons Rep	27	26	13	33	0	580	17	27	14	41	0	580
	Mod/Lib Rep	9	22	19	50	0	238	5	15	16	64	0	238
	Cons/Mod Dem	4	18	12	66	1	612	2	7	7	85	0	612
	Liberal Dem	1	12	13	73	1	307	1	2	4	93	0	307
INTERNET USER	Yes	10	21	13	56	0	2474	6	13	10	71	0	2474
	No	8	16	11	63	1	532	3	10	8	78	1	532

PEW RESEARCH CENTER June 8-28, 2010. Question 29: Now I'd like to ask you about some other television and radio programs. How often do you ... regularly, sometimes, hardly ever or never.

Item f: Watch the O'Reilly Factor with Bill O'Reilly.

Item d: Listen to Rush Limbaugh's radio show.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		HARDBALL WITH CHRIS MATTHEWS						COUNTDOWN WITH KEITH OLBERMANN					
		Regu- larly	Some- times	Hardly ever	Never	DK	N	Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%		%	%	%	%	%	
TOTAL		4	15	14	67	0	3006	3	10	9	78	0	3006
GENDER	Men	5	18	15	63	0	1295	4	10	9	77	0	1295
	Women	3	13	13	71	0	1711	2	10	8	79	0	1711
AGE	18-29	1	11	11	76	0	507	2	8	6	84	0	507
	30-49	4	15	16	65	0	766	3	10	11	75	0	766
	50-64	3	20	14	63	0	952	3	11	10	75	1	952
	65+	8	17	12	63	0	735	4	9	8	78	1	735
18-49 DETAILED	18-24	1	10	13	76	0	314	2	9	5	84	0	314
	25-29	1	13	9	76	0	193	2	7	6	85	0	193
	30-39	5	11	17	68	0	335	3	10	11	76	0	335
	40-49	4	18	16	62	0	431	3	11	11	75	0	431
AGE BY GENDER	Men 18-29	2	15	10	73	0	266	2	8	6	84	0	266
	Women 18-29	5	17	17	61	0	351	4	11	11	74	0	351
	Men 30-49	5	21	15	57	1	666	4	11	10	74	1	666
	Women 30-49	0	8	12	79	0	241	2	9	5	84	0	241
	Men 50+	3	12	16	68	0	415	3	10	11	76	0	415
Women 50+	4	16	11	68	0	1021	2	10	9	78	1	1021	
RACE	White, non-Hisp	3	15	13	69	0	2308	2	9	8	80	1	2308
	Black, non-Hisp	7	20	14	58	0	283	4	17	11	67	0	283
	Hispanic*	4	16	15	65	0	187	6	8	14	73	0	187
EDUCATION	College grad+	4	17	17	63	0	1099	3	10	11	75	0	1099
	Some college	3	15	12	69	0	785	2	9	8	80	0	785
	HS or less	4	15	13	69	0	1110	3	10	8	79	1	1110
FAMILY INCOME	\$75,000+	4	16	16	64	0	855	3	11	10	75	0	855
	\$30k-74,999	3	18	15	63	0	946	3	11	11	75	0	946
	Less than \$30k	4	15	12	69	0	725	2	9	8	80	1	725
DETAILED INCOME	\$100,000+	4	16	16	65	0	496	5	11	11	74	0	496
	\$75k-99,999	4	17	16	62	0	359	2	11	10	77	0	359
	\$50k-74,999	4	21	15	61	0	445	5	11	11	73	0	445
	\$30k-49,999	3	15	15	66	1	501	1	10	10	77	1	501
	Less than \$30k	4	15	12	69	0	725	2	9	8	80	1	725
PARTY	Republican	2	14	15	70	0	841	0	5	10	84	0	841
	Democrat	6	17	13	63	0	961	5	15	10	69	0	961
	Independent	3	16	15	65	0	993	2	9	8	80	1	993
PARTY- IDEOLOGY	Cons Rep	1	14	14	70	0	580	0	5	9	85	1	580
	Mod/Lib Rep	3	13	17	66	0	238	1	6	12	81	0	238
	Cons/Mod Dem	6	18	14	63	0	612	5	16	11	68	0	612
	Liberal Dem	7	16	15	61	1	307	7	16	10	67	0	307
INTERNET USER	Yes	4	15	14	67	0	2474	3	10	9	78	0	2474
	No	4	16	11	69	0	532	3	8	9	79	1	532

PEW RESEARCH CENTER June 8-28, 2010. Question 29: Now I'd like to ask you about some other television and radio programs. How often do you ... regularly, sometimes, hardly ever or never.

Item e: Watch Hardball with Chris Matthews.

Item a: Watch Countdown with Keith Olbermann.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

		THE RACHEL MADDOW SHOW					
		Regu- larly	Some- times	Hardly ever	Never	DK	N
		%	%	%	%	%	
TOTAL		3	7	8	81	1	3006
GENDER	Men	3	6	8	82	1	1295
	Women	3	8	8	81	1	1711
AGE	18-29	2	5	7	86	0	507
	30-49	3	8	9	80	0	766
	50-64	3	8	8	80	2	952
	65+	4	7	7	79	3	735
18-49 DETAILED	18-24	1	7	9	82	0	314
	25-29	2	1	4	92	0	193
	30-39	4	7	10	79	0	335
	40-49	2	8	9	81	0	431
AGE BY GENDER	Men 18-29	2	3	7	88	0	266
	Women 18-29	3	6	8	84	0	351
	Men 30-49	4	8	10	76	2	666
	Women 30-49	1	7	7	84	1	241
	Men 50+	3	9	11	77	0	415
	Women 50+	3	7	6	81	2	1021
RACE	White, non-Hisp	2	7	7	83	1	2308
	Black, non-Hisp	5	11	10	73	1	283
	Hispanic*	5	6	9	79	0	187
EDUCATION	College grad+	4	8	9	78	1	1099
	Some college	3	6	7	83	1	785
	HS or less	2	7	8	82	1	1110
FAMILY INCOME	\$75,000+	4	8	8	80	0	855
	\$30k-74,999	2	7	11	79	1	946
	Less than \$30k	3	7	7	83	1	725
DETAILED INCOME	\$100,000+	4	10	7	78	1	496
	\$75k-99,999	4	5	8	83	0	359
	\$50k-74,999	3	7	12	77	1	445
	\$30k-49,999	1	7	10	80	1	501
	Less than \$30k	3	7	7	83	1	725
PARTY	Republican	1	2	6	90	1	841
	Democrat	4	10	11	74	1	961
	Independent	3	8	8	80	1	993
PARTY- IDEOLOGY	Cons Rep	1	2	6	90	1	580
	Mod/Lib Rep	2	4	6	87	0	238
	Cons/Mod Dem	3	9	10	77	1	612
	Liberal Dem	7	13	14	66	0	307
INTERNET USER	Yes	3	7	8	81	1	2474
	No	3	7	7	80	2	532

PEW RESEARCH CENTER June 8-28, 2010. Question 29: Now I'd like to ask you about some other television and radio programs. How often do you ... regularly, sometimes, hardly ever or never.

Item i: Watch the Rachel Maddow show.

\* Interviews were conducted only in English and concerned only English-language media sources, which may affect the representativeness of the Hispanic sample.

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**BIENNIAL MEDIA CONSUMPTION SURVEY 2010**  
**FINAL TOPLINE**  
**June 8-28, 2010**  
**N=3006**

**RANDOMIZE Q.1 AND Q.1a****ASK ALL:**

Q.1 Do you approve or disapprove of the way Barack Obama 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 Barack Obama is handling his job as President? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Dis- approve</u>	<u>(VOL.) DK/Ref</u>		<u>Approve</u>	<u>Dis- approve</u>	<u>(VOL.) DK/Ref</u>
Jun 8-28, 2010	48	41	11	Sep 30-Oct 4, 2009	52	36	12
Jun 16-20, 2010	48	43	9	Sep 10-15, 2009	55	33	13
May 6-9, 2010	47	42	11	Aug 20-27, 2009	52	37	12
Apr 21-26, 2010	47	42	11	Aug 11-17, 2009	51	37	11
Apr 8-11, 2010	48	43	9	Jul 22-26, 2009	54	34	12
Mar 10-14, 2010	46	43	12	Jun 10-14, 2009	61	30	9
Feb 3-9, 2010	49	39	12	Apr 14-21, 2009	63	26	11
Jan 6-10, 2010	49	42	10	Mar 31-Apr 6, 2009	61	26	13
Dec 9-13, 2009	49	40	11	Mar 9-12, 2009	59	26	15
Oct 28-Nov 8, 2009	51	36	13	Feb 4-8, 2009	64	17	19

**RANDOMIZE Q.1 AND Q.1a****ASK ALL:**

Q.1a All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Satis- fied</u>	<u>Dis- satisfied</u>	<u>(VOL.) DK/Ref</u>		<u>Satis- fied</u>	<u>Dis- satisfied</u>	<u>(VOL.) DK/Ref</u>
Jun 8-28, 2010	25	68	6	Mid-September, 2008	25	69	6
Jun 24-27, 2010	27	64	9	August, 2008	21	74	5
May 13-16, 2010	28	64	7	July, 2008	19	74	7
Apr 21-26, 2010	29	66	5	June, 2008	19	76	5
Apr 1-5, 2010	31	63	6	Late May, 2008	18	76	6
Mar 11-21, 2010	25	69	5	March, 2008	22	72	6
Mar 10-14, 2010	23	71	7	Early February, 2008	24	70	6
Feb 3-9, 2010	23	71	6	Late December, 2007	27	66	7
Jan 6-10, 2010	27	69	4	October, 2007	28	66	6
Oct 28-Nov 8, 2009	25	67	7	February, 2007	30	61	9
Sep 30-Oct 4, 2009	25	67	7	Mid-January, 2007	32	61	7
Sep 10-15, 2009 <sup>2</sup>	30	64	7	Early January, 2007	30	63	7
Aug 20-27, 2009	28	65	7	December, 2006	28	65	7
Aug 11-17, 2009	28	65	7	Mid-November, 2006	28	64	8
Jul 22-26, 2009	28	66	6	Early October, 2006	30	63	7
Jun 10-14, 2009	30	64	5	July, 2006	30	65	5
Apr 28-May 12, 2009	34	58	8	May, 2006*	29	65	6
Apr 14-21, 2009	23	70	7	March, 2006	32	63	5
Jan 7-11, 2009	20	73	7	January, 2006	34	61	5
December, 2008	13	83	4	Late November, 2005	34	59	7
Early October, 2008	11	86	3	Early October, 2005	29	65	6

<sup>2</sup> For September 10-15, 2009 and other surveys noted with an asterisk, the question was worded "Overall, are you satisfied or dissatisfied with the way things are going in our country today?"

**Q.1a CONTINUED**

	Satis- fied	Dis- satisfied	(VOL.) DK/Ref		Satis- fied	Dis- satisfied	(VOL.) DK/Ref
July, 2005	35	58	7	August, 1999	56	39	5
Late May, 2005*	39	57	4	January, 1999	53	41	6
February, 2005	38	56	6	November, 1998	46	44	10
January, 2005	40	54	6	Early September, 1998	54	42	4
December, 2004	39	54	7	Late August, 1998	55	41	4
Mid-October, 2004	36	58	6	Early August, 1998	50	44	6
July, 2004	38	55	7	February, 1998	59	37	4
May, 2004	33	61	6	January, 1998	46	50	4
Late February, 2004*	39	55	6	September, 1997	45	49	6
Early January, 2004	45	48	7	August, 1997	49	46	5
December, 2003	44	47	9	January, 1997	38	58	4
October, 2003	38	56	6	July, 1996	29	67	4
August, 2003	40	53	7	March, 1996	28	70	2
April 8, 2003	50	41	9	October, 1995	23	73	4
January, 2003	44	50	6	June, 1995	25	73	2
November, 2002	41	48	11	April, 1995	23	74	3
September, 2002	41	55	4	July, 1994	24	73	3
Late August, 2002	47	44	9	March, 1994	24	71	5
May, 2002	44	44	12	October, 1993	22	73	5
March, 2002	50	40	10	September, 1993	20	75	5
Late September, 2001	57	34	9	May, 1993	22	71	7
Early September, 2001	41	53	6	January, 1993	39	50	11
June, 2001	43	52	5	January, 1992	28	68	4
March, 2001	47	45	8	November, 1991	34	61	5
February, 2001	46	43	11	Late February, 1991 (Gallup)	66	31	3
January, 2001	55	41	4	August, 1990	47	48	5
October, 2000 (RVs)	54	39	7	May, 1990	41	54	5
September, 2000	51	41	8	January, 1989	45	50	5
June, 2000	47	45	8	September, 1988 (RVs)	50	45	5
April, 2000	48	43	9				

**ASK ALL:**

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

	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
Jun 8-28, 2010	49	51	*	July, 1994	74	26	*
May, 2008	54	46	*	February, 1994	70	30	0
April, 2006	59	41	*	January, 1994	71	29	*
April, 2004	60	40	*	June, 1992	75	25	*
April, 2002	63	37	*	July, 1991	73	27	*
April, 2000	63	37	*	May, 1991	70	30	*
November, 1998	70	30	0	January, 1991	72	27	1
April, 1998	68	32	*	November, 1990	74	26	0
April, 1996	71	28	1	October, 1990	72	28	0
June, 1995	69	34	*	July, 1990	71	29	0
March, 1995	71	29	*	May, 1990	71	29	0
October, 1994	73	27	*				

**ASK ALL:**

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

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
Jun 8-28, 2010	72	27	*	July, 1994	81	19	*
May, 2008	75	25	*	February, 1994	84	16	0
April, 2006	77	23	*	January, 1994	85	15	*
April, 2004	79	21	*	June, 1992	85	15	*
April, 2002	78	22	*	July, 1991	84	16	*
April, 2000	75	25	*	May, 1991	84	16	*
April, 1998	80	20	*	January, 1991	88	12	*
April, 1996	81	19	0	November, 1990	80	20	*
June, 1995	78	22	*	October, 1990	81	19	0
March, 1995	82	18	*	July, 1990	81	19	0
October, 1994	81	19	*	May, 1990	80	20	0

**ASK ALL:**

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

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
Jun 8-28, 2010	43	56	*	October, 1994	51	49	*
May, 2008	46	54	*	July, 1994	52	48	0
April, 2006	49	51	*	February, 1994	53	47	0
April, 2004	49	51	*	January, 1994	52	48	*
April, 2002	48	52	*	June, 1992	54	46	*
April, 2000	46	54	*	May, 1991	53	47	*
April, 1998	52	48	*	January, 1991	55	45	*
April, 1996	51	49	*	November, 1990	55	45	*
June, 1995	50	50	*	October, 1990	54	46	0
March, 1995	54	46	*	May, 1990	56	44	*

**NO QUESTION 5**

**ASK ALL:**

Q.6 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**.

	<u>Very closely</u>	<u>Fairly closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>(VOL.) DK/Ref</u>
a. The current situation and events in Afghanistan Jun 8-28, 2010	23	37	24	15	1
b. News about this year's congressional elections Jun 8-28, 2010	17	25	28	29	1
c. Reports about the condition of the U.S. economy Jun 8-28, 2010	36	38	15	10	1

**NO QUESTIONS 7 OR 8**

**INTERVIEWER NOTE: FOR QUESTIONS 9 THROUGH 22 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 READ NEWSPAPER YESTERDAY (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	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
Jun 8-28, 2010	31	4	8	12	7	*	69	*
May, 2008	34	5	9	13	7	*	66	*
April, 2006 <sup>3</sup>	40	5	10	15	9	1	60	*
April, 2004	42	5	11	17	9	*	58	*
November, 2002	39	--	--	--	--	--	61	*
April, 2002	41	7	10	15	8	1	59	*
April, 2000	47	9	14	16	8	*	53	*
Late September, 1999	47	9	12	16	10	*	53	*
November, 1998	47	8	11	16	11	1	53	*
April, 1998	48	8	14	17	9	*	52	*
November, 1997	50	8	14	17	10	1	50	0
April, 1996	50	7	15	18	10	*	50	*
June, 1995	52	7	15	18	11	1	48	*
March, 1995	45	9	14	16	6	0	55	*
February, 1994	58	7	15	21	14	1	42	0
January, 1994	49	7	15	17	10	*	50	1
March, 1991	56	n/a	n/a	n/a	n/a	n/a	44	*
Gallup, 1965	71	n/a	n/a	n/a	n/a	n/a	29	0

**ASK IF READ NEWSPAPER YESTERDAY (Q.9=1):**

Q.11 Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online on a computer or handheld device?<sup>4</sup>

**ASK IF READ BOTH (Q.11=3):**

Q.12 Would you say you spent MORE time reading the paper version or MORE time reading the newspaper online yesterday?<sup>5</sup>

**BASED ON THOSE WHO READ A NEWSPAPER YESTERDAY [N=1130]:**

Jun 8-28 2010		May 2008	April 2006
73	Paper version	79	86
16	Online newspaper	12	6
11	Both (VOL.)	9	8
4	More paper version	4	5
6	More online version	4	2
1	About equal (VOL.)	1	1
0	Don't know/Refused (VOL.)	0	0
*	Don't know/Refused (VOL.)	*	*

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

<sup>4</sup> In April 2006 and May 2008, Q.11 read: "Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?"

<sup>5</sup> In April 2006 and May 2008, Q.12 read "Would you say you spent MORE time reading the paper version or MORE time reading the online version yesterday?"

**ASK ALL:**

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

**ASK IF WATCHED A NEWS PROGRAM ON TV (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 Watched TV News	-- Amount of time watched TV News --					DK	Didn't watch	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+				
Jun 8-28, 2010	58	3	5	17	33	1	41	*	
May, 2008	57	3	6	18	30	*	43	*	
April, 2006	57	3	5	19	29	1	42	1	
April, 2004	60	3	6	20	31	*	40	*	
November, 2002	61	--	--	--	--	--	39	*	
April, 2002	54	3	6	19	26	*	46	*	
April, 2000	56	4	8	20	23	1	44	*	
Late September, 1999	62	6	7	21	28	*	37	1	
November, 1998	65	5	8	21	30	1	35	*	
April, 1998	59	3	7	21	28	*	41	*	
November, 1997	68	4	11	23	30	*	31	1	
April, 1996	59	3	6	21	29	*	40	1	
June, 1995	64	3	8	24	28	1	35	1	
March, 1995	61	4	9	21	27	*	38	1	
February, 1994	74	3	8	25	37	1	26	0	
January, 1994	72	3	8	25	36	*	27	1	
March, 1991	68	n/a	n/a	n/a	n/a	n/a	32	*	
Gallup, 1965	55	n/a	n/a	n/a	n/a	n/a	45	0	

**ASK FORM 2 ONLY [N=1509]:**

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

**ASK IF WATCHED ANYTHING ELSE YESTERDAY (Q.15F2=1):**

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

Jun 8-28 2010	Yes	May 2008	April 2006	April 2004	April 2002	April 2000 <sup>6</sup>	Late Sept 1999	Nov 1997	June 1995	Feb 1994
61	Yes	58	63	63	58	57	63	64	59	69
1	Less than a half hour	1	1	1	2	3	1	2	1	2
3	Thirty minutes to less than one hour	3	4	5	3	5	6	5	4	3
11	About an hour	13	12	12	11	10	13	15	10	11
6	More than one hour but less than two hours	7	6	6	5	8	6	7	6	7
17	Two hours to less than three hours	16	19	19	17	15	18	16	16	19
9	Three hours to less than four hours	7	10	8	8	7	9	11	10	12
13	Four hours or more	10	10	11	12	8	10	8	11	14
1	Don't know (VOL.)	1	1	1	*	*	*	*	1	1
38	Did not watch	42	36	36	41	42	37	36	40	31
*	Don't know (VOL.)	*	1	1	1	1	0	*	1	0

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

**ASK ALL:**

Q.17 About how much time, if any, did you spend listening to a radio news program or any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?<sup>7</sup> **[DO NOT READ]**

	Total (NET)	Amount of time listened to radio news				Didn't listen	(VOL.)
	Listened	<15 min.	15-29	30-59	1 hour+		DK/Ref
Jun 8-28, 2010	34	6	6	9	13	66	1
May, 2008	35	8	7	8	12	64	1
April, 2006	36	7	7	9	13	63	1
April, 2004	40	8	7	10	15	59	1
April, 2002	41	10	7	10	14	58	1
April, 2000	43	14	9	9	11	56	1
Late September, 1999	44	12	8	10	14	56	*
November, 1998	41	13	8	8	12	57	2
April, 1998	49	16	9	10	14	51	*
November, 1997	44	12	9	9	14	55	1
April, 1996	44	12	11	10	11	55	1
June, 1995	42	13	9	9	11	56	2
March, 1995	47	16	12	9	10	52	1
February, 1994	47	14	11	9	13	52	1
January, 1994	47	15	10	10	12	52	1
June, 1992	47	15	11	10	11	52	1
March, 1991 <sup>8</sup>	54	23	9	18	14	46	*
March, 1990	52	22	11	10	9	47	1
February, 1990	55	24	11	9	11	44	1
January, 1990	51	21	12	9	9	48	1
Gallup, 1965	58	n/a	n/a	n/a	n/a	42	0

**ASK IF GOT RADIO NEWS YESTERDAY (Q.17=1-4):**

Q.17a Did you listen to radio news yesterday on a traditional AM or FM radio, on satellite radio, on a computer, or on a handheld device, such as a cell phone or MP3 player? **[ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE]**

**BASED ON THOSE WHO GOT RADIO NEWS YESTERDAY [N=1042]:**

Jun 8-28

2010

89	Traditional AM/FM radio
8	Satellite radio
4	Computer
1	Handheld device (MP3/Cell phone)
1	Other <b>(VOL.)</b>
*	Don't know/Refused <b>(VOL.)</b>

Figures add to more than 100% because of multiple responses.

<sup>7</sup> June 2010 question wording was modified to include "a radio news program or..."

<sup>8</sup> For March 1991, based on results from Form 1.

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

Q.18 Did you get any news ONLINE yesterday, or not?<sup>9</sup>

**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 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] [IF RESPONDENT VOLUNTEERS "NONE" OR "ZERO", PUNCH 1]**

**NET TOTAL GOT NEWS ONLINE YESTERDAY; BASED ON TOTAL:**

	<u>Yes</u>	<u>No</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Jun 8-28, 2010 (Q.11=2,3 or Q.18=1)	34	65	*
May, 2008 (Q.11=2,3 or Q.18=1)	29	71	*
April, 2006 (Q.11=2,3 or Q.18=1)	23	77	*
April, 2004 (Q.18 asked of total sample)	24	76	*

**ASK IF "YES" IN Q.18 ONLY (Q.18=1) ASK:**

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?

**NET TOTAL READ NEWSPAPER ONLINE YESTERDAY; BASED ON TOTAL:**

	<u>Yes</u>	<u>No</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Jun 8-28, 2010 (Q.11=2,3 or Q.20=1)	17	83	1
May, 2008 (Q.11=2,3 or Q.20=1)	13	87	*
April, 2006 (Q.11=2,3 or Q.20=1)	9	90	1

**NO QUESTIONS 21-22****ASK ALL:**

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

Jun 8-28 <u>2010</u>		May <u>2008</u>	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>
19	Yes	23	24	25	23	26	28	29	32	31	33
80	No	77	76	75	77	74	72	71	68	69	67
*	Don't know/Refused <b>(VOL.)</b>	*	*	*	*	*	*	*	*	*	0

<sup>9</sup> In May 2008 and April 2006 Q.18 and Q.18a question wording asked about news "ONLINE through the internet."

**ASK ALL:**

Q.24 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES ASK: Was it a work of fiction or non-fiction?] [IF RESPONDENT VOLUNTEERS THAT HE/SHE READ THE BIBLE, THE KORAN OR ANOTHER HOLY BOOK, FOLLOW WITH: "I know you have told me what book you read, but could you tell me if you consider it to be fiction or nonfiction?"]**<sup>10</sup>

Jun 8-28 <u>2010</u>		April <u>2006</u>	April <u>2004</u>	April <u>2002</u>	Late Sept <u>1999</u>	Nov <u>1997</u>	June <u>1995</u>	Feb <u>1994</u>
35	Yes	38	35	34	35	35	30	31
	16 Fiction	15	15	13	16	16	14	14
	16 Non-fiction	20	18	19	16	17	14	17
	1 Both	1	1	1	2	1	1	*
	1 Don't know	2	1	1	1	1	1	0
65	No	62	65	66	65	65	70	69
*	Don't Know/Refused (VOL.) *	*	0	0	*	*	*	

**ASK ALL:**

Q.24 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES ASK: Was it a work of fiction or non-fiction?] [IF RESPONDENT VOLUNTEERS THAT HE/SHE READ THE BIBLE, THE KORAN OR ANOTHER HOLY BOOK, FOLLOW WITH: "I know you have told me what book you read, but could you tell me if you consider it to be fiction or nonfiction?"]**

**ASK IF READ BOOK YESTERDAY (Q.24=1,2,3,5):**

Q.25 About how much time did you spend reading books yesterday? **[DO NOT READ]**

Jun 8-28 <u>2010</u>		April <u>2004</u>	April <u>2002</u>	Late Sept <u>1999</u>	Nov <u>1997</u>	June <u>1995</u>	Feb <u>1994</u>
35	Yes, read a book yesterday	35	34	35	35	30	31
	1 Less than 15 minutes	1	1	3	2	1	2
	4 15 to less than 30 minutes	4	5	6	5	4	3
	10 30 minutes to less than one hour	10	10	9	10	8	9
	20 One hour or more	20	18	17	17	17	17
	* Don't know/Refused (VOL.)	0	*	*	1	0	0
65	No	65	66	65	65	70	69
*	Don't know/Refused (VOL.)	*	0	0	*	*	*

**ASK IF READ BOOK YESTERDAY (Q.24=1,2,3,5):**

Q.26 There are different ways people read books these days. Yesterday, did you read a printed book, an electronic or digital book, or listen to an audio book? **[ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE]**

**BASED ON THOSE WHO READ A BOOK YESTERDAY [N=1155]:**

Jun 8-28 <u>2010</u>	
95	Printed book
4	Electronic or digital book
4	Audio book
*	Don't know/Refused (VOL.)

Figures add to more than 100% because of multiple responses.

<sup>10</sup> Interviewer instruction regarding holy books was added to questions 23 and 24 in June 2010.

**NO QUESTION 27****ASK ALL:**

Q.28 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 ... **[INSERT FIRST ITEM; RANDOMIZE. OBSERVE FORM SPLITS]**, regularly, sometimes, hardly ever or never? How about **[INSERT NEXT ITEM]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>ASK FORM 1 ONLY [N=1497]:</b>						
a.F1	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live					
	Jun 8-28, 2010	28	27	16	29	1
	May, 2008 <sup>11</sup>	29	25	14	31	1
	April, 2006	28	26	14	31	1
	April, 2004	34	28	16	22	*
	April, 2002	32	29	15	24	*
	April, 2000	30	28	16	25	1
	August, 1999	40	33	16	11	*
	April, 1998	38	29	15	18	*
	February, 1997	41	31	14	14	*
	April, 1996	42	29	15	14	*
	March, 1995	48	28	14	10	*
	May, 1993	60	28	5	6	1
	February, 1993	58	23	10	9	*
b.F1	Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel					
	Jun 8-28, 2010	39	31	12	18	*
	May, 2008	39	28	12	20	1
	April, 2006	34	31	13	22	*
	April, 2004	38	33	10	19	*
	April, 2002	33	35	11	21	*

**NO ITEM c.**

<sup>11</sup> Results for Q.28 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that explicitly included visiting a news organization or program's website. Answers to these questions were similar and have been combined.

## Q.28 CONTINUED...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>
<b>ASK FORM 2 ONLY [N=1509]:</b>						
d.F2	Watch the CBS Evening News with Katie Couric <sup>12</sup>					
	Jun 8-28, 2010	8	21	16	54	*
	May, 2008	8	20	14	58	*
	April, 2006	13	23	18	45	1
	April, 2004	16	30	16	38	*
	April, 2002	18	29	18	35	*
e.F2	Watch the ABC World News with Diane Sawyer <sup>13</sup>					
	Jun 8-28, 2010	14	25	15	46	*
	May, 2008	14	24	16	46	*
	April, 2006	14	22	18	45	1
	April, 2004	16	31	16	36	1
	April, 2002	18	30	19	33	*
f.F2	Watch the NBC Nightly News with Brian Williams <sup>14</sup>					
	Jun 8-28, 2010	12	21	17	49	*
	May, 2008	13	24	14	48	1
	April, 2006	15	26	16	42	1
	April, 2004	17	31	17	35	*
	April, 2002	20	29	18	33	*
g.F2	Watch CNN <sup>15</sup>					
	Jun 8-28, 2010	18	32	17	32	*
	May, 2008	24	33	14	28	1
	April, 2006	22	32	12	33	1
	April, 2004	22	33	12	32	1
	April, 2002	25	31	12	32	*
	April, 2000	21	34	16	29	*
	April, 1998	23	34	13	30	*
	February, 1997	28	30	14	28	0
	April, 1996	26	33	14	27	*
	March, 1995	30	28	13	28	1
	July, 1994	33	36	7	24	*
	February, 1994	31	32	8	29	*
	May, 1993	35	34	7	24	*
	June, 1992	30	32	10	27	1
	July, 1990	27	28	8	36	1
	June, 1990	30	27	6	37	*
	May, 1990	27	25	7	40	1
	April, 1990	26	29	7	37	1
	March, 1990	22	28	8	41	1
	February, 1990	23	29	8	40	0
	January, 1990	26	25	7	41	1

<sup>12</sup> In April 2006 the item asked about Bob Schieffer. In April 2004 and April 2002 the item asked about Dan Rather.

<sup>13</sup> In May 2008 the item asked about Charles Gibson. In April 2006 the item asked about Elizabeth Vargas and Bob Woodruff. In April 2004 and April 2002 the item asked about Peter Jennings.

<sup>14</sup> In April 2004 and April 2002 the item asked about Tom Brokaw.

<sup>15</sup> In April 2006 and earlier, the item asked about Cable News Network (CNN).

**Q.28 CONTINUED...**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.) DK/Ref</b>
h.F2	Watch the Fox News CABLE Channel					
	Jun 8-28, 2010	23	26	14	37	*
	May, 2008	23	27	14	35	1
	April, 2006	23	28	14	35	*
	April, 2004	25	29	11	34	1
	April, 2002	22	26	15	37	*
	April, 2000	17	28	17	37	1
	April, 1998	17	30	14	38	1
i.F2	Watch MSNBC					
	Jun 8-28, 2010	11	28	19	41	1
	May, 2008	15	31	14	39	1
	April, 2006	11	29	20	39	1
	April, 2004	11	31	16	39	3
	April, 2002	15	30	16	37	2
	April, 2000	11	27	17	42	3
	April, 1998	8	23	15	51	3
j.F2	Watch CNBC					
	Jun 8-28, 2010	8	27	17	46	1
	May, 2008	12	26	17	43	2
	April, 2006	11	26	18	43	2
	April, 2004	10	31	17	40	2
	April, 2002	13	30	17	38	2
	April, 2000	13	29	18	37	3
	April, 1998	12	27	17	42	2

**ASK ALL:**

k.	Watch 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					
	Jun 8-28, 2010	50	26	11	12	*
	May, 2008	52	25	9	14	*
	April, 2006	54	23	10	13	*
	April, 2004	59	23	8	10	*
	April, 2002	57	24	8	11	*
	April, 2000 <sup>16</sup>	56	24	9	11	*
	April, 1998	64	22	6	8	*
	February, 1997	72	16	7	5	0
	April, 1996	65	23	7	5	*
	March, 1995	72	18	6	4	*
	May, 1993	77	16	5	4	*
	February, 1993	76	16	5	3	*

<sup>16</sup> In April 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.28 CONTINUED...

		Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
I.	Watch C-SPAN					
	Jun 8-28, 2010	4	17	19	60	1
	May, 2008	5	16	17	61	1
	April, 2006	4	16	17	61	2
	April, 2004	5	18	17	59	1
	April, 2002	5	18	18	57	2
	April, 2000	4	17	22	56	1
	April, 1998	4	19	18	58	1
	April, 1996	6	21	18	53	2
	March, 1995	8	17	20	53	2
	July, 1994	9	26	12	52	1
	February, 1994	7	20	15	56	2
	May, 1993	11	25	13	48	3
	February, 1993	7	18	14	45	16
	June, 1992	6	19	18	54	3
m.	Listen to NPR, National Public Radio <sup>17</sup>					
	Jun 8-28, 2010	11	13	14	61	1
	May, 2008	10	14	13	62	1
	April, 2006	17	19	13	50	1
	April, 2004	16	19	15	49	1
	April, 2002	16	16	15	52	1
	April, 2000	15	17	16	51	1
	April, 1998	15	17	18	49	1
	April, 1996	13	18	16	52	1
	March, 1995	15	17	21	46	1
	July, 1994	9	18	11	62	*
	February, 1994	9	13	12	65	1
	May, 1993	15	20	15	49	1
	June, 1992	7	16	17	59	1
	July, 1990	9	13	8	70	*
	June, 1990	9	10	11	69	1
	May, 1990	7	11	10	72	*
	April, 1990	7	12	9	71	1
	March, 1990	7	9	10	74	*
	February, 1990	8	10	8	74	*
	January, 1990	5	10	7	78	*
n.	Watch the PBS NewsHour <sup>18</sup>					
	Jun 8-28, 2010	7	18	16	59	1
	May, 2008	5	14	12	68	1
	April, 2006	5	16	14	63	2
	April, 2004	5	15	14	65	1
	April, 2002	5	13	15	66	1

<sup>17</sup> From February 1994 through April 2006, the item was worded "National Public Radio (NPR)." In May 1993 and earlier, the item was worded "Programs on National Public Radio, such as Morning Edition or All Things Considered." Results for the current wording, "NPR, National Public Radio" are not strictly comparable with earlier results.

<sup>18</sup> From April 1998 through May 2008, the item was worded "The NewsHour with Jim Lehrer." In April 1996 the item was worded "Jim Lehrer NewsHour." In July 1994 and earlier, the item was worded "MacNeil-Lehrer NewsHour." The change in 2010 to "The PBS NewsHour" caused unforeseen measurement problems, however. Internal analysis suggests that there was significant over-reporting of NewsHour viewership. We suspect this is because when read over the phone, the new name may sound like a generic hour of news or any hour of PBS programming, as opposed to the name of a particular show. These figures are included in the topline for reference only. Our report does not include any analysis of the NewsHour audience because of this substantial measurement error. **(This footnote was modified on Sept. 23, 2010.)**

## Q.28 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.) DK/Ref</b>
April, 2000	5	12	15	66	2
April, 1998	4	14	14	67	1
April, 1996	4	10	11	73	2
July, 1994	7	23	11	58	1
February, 1994	6	16	11	66	1
May, 1993	10	24	14	51	1
June, 1992	6	19	17	56	2
July, 1990	7	16	11	66	*
June, 1990	7	16	12	64	1
May, 1990	8	15	11	65	1
April, 1990	6	16	11	66	1
March, 1990	5	19	12	63	1
February, 1990	5	15	11	69	0
January, 1990	6	15	12	67	*
o. Watch the Today Show, Good Morning America or The Early Show <sup>19</sup>					
Jun 8-28, 2010	20	22	16	42	*
May, 2008	22	22	14	42	*
April, 2006	23	20	15	42	*
April, 2004	22	21	14	43	*
April, 2002	22	19	14	45	*
April, 2000	20	18	15	47	*
April, 1998	23	19	17	41	*
p. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation <sup>20</sup>					
Jun 8-28, 2010	11	20	16	52	*
May, 2008	13	19	15	53	*
April, 2006	12	19	14	55	*
April, 2004	12	20	15	53	*
May, 1993	18	32	15	35	*
June, 1992	15	25	21	39	*
July, 1990	13	24	14	49	*

<sup>19</sup> In April 1998, the item was worded "Watch the Today Show, Good Morning America or CBS This Morning."

<sup>20</sup> In May 1993 and earlier, the question asked "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

**ASK ALL:**

Q.29 Now I'd like to ask you about some other television and radio programs. (First) how often do you...  
**[INSERT FIRST ITEM; RANDOMIZE]**, regularly, sometimes, hardly ever or never? How about  
**[INSERT NEXT ITEM; RANDOMIZE]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**<sup>21</sup>

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>
a.	Watch Countdown with Keith Olbermann					
	Jun 8-28, 2010	3	10	9	78	*
	May, 2008	3	8	7	81	1
b.	Watch the Sean Hannity show <sup>22</sup>					
	Jun 8-28, 2010	6	11	9	73	1
	May, 2008	7	11	7	74	1
c.	Watch the Daily Show with Jon Stewart					
	Jun 8-28, 2010	7	20	12	60	1
	May, 2008	5	18	14	62	1
	April, 2006	6	15	11	68	*
	April, 2004	3	12	10	75	*
	April, 2002	2	10	8	79	1
d.	Listen to Rush Limbaugh's radio show					
	Jun 8-28, 2010	5	13	10	72	*
	May, 2008	5	9	9	76	1
	April, 2006	5	10	9	76	*
	April, 2004	6	10	10	74	*
	April, 2002	4	10	9	77	*
	April, 1998	5	11	11	73	*
	June, 1997	5	11	12	71	1
	April, 1996	7	11	11	70	1
	July, 1994	6	20	13	61	*
e.	Watch Hardball with Chris Matthews					
	Jun 8-28, 2010	4	15	14	67	*
	May, 2008	4	15	12	68	1
f.	Watch the O'Reilly Factor with Bill O'Reilly					
	Jun 8-28, 2010	10	20	13	57	*
	May, 2008	10	19	12	59	*
	April, 2006	9	18	11	61	1
	April, 2004	8	18	11	63	*
	April, 2002	6	14	10	70	*
g.	Watch the Colbert Report with Stephen Colbert					
	Jun 8-28, 2010	6	18	14	62	*
	May, 2008	5	14	10	70	1
h.	Watch the Glenn Beck show					
	Jun 8-28, 2010	7	13	8	72	1
i.	Watch the Rachel Maddow show					
	Jun 8-28, 2010	3	7	8	81	1

<sup>21</sup> Results for Q.29 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that explicitly included visiting the program's website. Answers to these questions were similar and have been combined.

<sup>22</sup> In May 2008, the item asked about "Hannity and Colmes."

**ASK ALL:**

Q.30 Now I'd like to know how often you read certain types of publications in print or online. (First,) How often do you read... **[INSERT FIRST ITEM; RANDOMIZE ITEMS a AND b FOLLOWED BY ITEMS c AND d IN ORDER]**, regularly, sometimes, hardly ever, or never? How about... **[INSERT NEXT ITEM; RANDOMIZE]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>
a. News magazines such as Time, U.S. News, or Newsweek					
Jun 8-28, 2010	8	27	24	40	*
May, 2008 <sup>23</sup>	12	32	17	39	*
April, 2006	14	33	17	36	*
April, 2004	13	34	18	35	*
April, 2002	13	35	18	34	*
April, 2000	12	34	19	35	*
April, 1998	15	36	17	32	*
April, 1996	15	35	20	30	*
July, 1994	18	41	18	23	*
February, 1994	16	31	23	30	*
May, 1993	24	39	14	23	*
June, 1992	20	39	18	23	*
July, 1990	18	34	18	30	*
June, 1990	21	39	16	24	*
May, 1990	17	34	19	30	*
April, 1990	20	35	16	29	*
March, 1990	16	35	19	30	*
February, 1990	17	36	18	29	0
January, 1990	18	34	17	31	0
b. Magazines such as The Atlantic, Harper's or The New Yorker					
Jun 8-28, 2010	3	8	15	74	*
May, 2008	2	9	11	78	*
April, 2006	2	9	10	79	*
April, 2004	2	8	11	79	*
April, 2002	2	7	11	80	*
April, 2000	2	7	11	80	*
April, 1998	2	8	11	79	0

<sup>23</sup> Results for Q.30 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that did not explicitly mention "in print or online. Answers to these questions were similar and have been combined.

**Q.30 CONTINUED...**

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.) DK/Ref</b>
	February, 1994	2	6	14	78	*
	June, 1992	2	9	16	73	*
	July, 1990	2	8	11	79	*
	June, 1990	2	8	13	77	*
	May, 1990	2	7	12	79	*
	April, 1990	2	6	12	80	*
	March, 1990	2	7	13	78	0
	February, 1990	2	7	10	81	*
	January, 1990	2	7	11	80	0
c.	A daily newspaper					
	Jun 8-28, 2010	40	27	11	21	*
	May, 2008	46	26	9	19	*
	April, 2006	52	25	8	15	*
	April, 2004	54	25	8	13	*
	August, 1999	52	28	13	7	*
	February, 1997	56	24	9	11	*
	May, 1993	66	19	7	8	*
	February, 1992	71	19	5	4	1
d.	Local weekly community newspapers					
	Jun 8-28, 2010	30	28	14	27	1
	May, 2008	33	27	11	28	1
	April, 2006	35	27	10	28	*
	April, 2004	36	26	11	26	1

**ASK ALL:**

Q.31 And thinking about some specific newspapers in print and online, how often do you read... **[INSERT FIRST ITEM; RANDOMIZE]**? How about... **[INSERT NEXT ITEM; RANDOMIZE]** **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**?

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<b>(VOL.) DK/Ref</b>
a.	The New York Times					
	Jun 8-28, 2010	5	13	14	68	*
b.	The Wall Street Journal					
	Jun 8-28, 2010	4	13	16	67	*
c.	USA Today					
	Jun 8-28, 2010	4	24	19	53	*

**NO QUESTIONS 32-35**

**ASK ALL:**

Q.36 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, hardly ever or never?<sup>24</sup>

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Jun 8-28, 2010	16	23	20	42	*
May, 2008	17	23	19	41	*
April, 2006	20	22	22	36	*
April, 2004	17	23	22	38	*
April, 2002	17	20	22	41	*
April, 2000	14	23	23	40	*
August, 1999	18	23	24	35	*
Early September, 1998	23	25	23	29	*
April, 1998	13	22	24	41	*
October, 1997	18	28	25	29	*
August, 1997	17	24	28	31	*
Early September, 1996	15	25	22	37	1
July, 1996	16	24	27	33	*
June, 1996	17	25	26	31	1
April, 1996	13	23	25	39	*
March, 1996	18	28	24	30	*
October, 1995	18	33	25	24	*
June, 1995	15	19	27	39	*
April, 1995	19	30	24	27	*
November, 1994	16	31	26	26	1
July, 1994	17	29	24	30	*
December, 1993	23	22	25	30	0
April, 1993	23	32	23	22	*

**ASK ALL:**

Just in general...

Q.37 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

Jun 8-28 <u>2010</u>		<u>May 2008</u>	<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>
45	A lot	52	52	52	52	48	45	50	54	53
36	Some	32	34	37	37	36	40	37	34	35
12	Not much	10	9	7	7	11	12	11	8	9
6	Not at all	5	4	3	3	4	3	2	3	2
1	Don't know/Refused <b>(VOL.)</b>	1	1	1	1	1	*	*	1	1

**NO QUESTIONS 38 OR 39**

<sup>24</sup> In May 2008 and earlier, response categories were: regularly, sometimes, rarely, or never.

**ASK ALL:**

On another subject...

Q.40 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have **[INSERT ITEM; READ IN ORDER]**, or not? **[INTERVIEWER NOTE: PLEASE BE SURE TO DISTINGUISH BETWEEN IPAD AND IPOD IN RESPONDENTS' ANSWERS.]**

		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
a.	A desktop computer			
	Jun 8-28, 2010	67	33	*
	Apr 29-May 30, 2010 <i>Pew Internet Project</i>	62	38	*
	Dec 28, 2009-Jan19, 2010 <i>Pew Internet Project</i>	59	41	*
	Nov 30-Dec 27, 2009 <i>Pew Internet Project</i>	58	42	*
	Aug 18-Sep 14, 2009 <i>Pew Internet Project</i>	62	37	*
	Mar 26-Apr 19, 2009 <i>Pew Internet Project</i>	64	36	*
	April, 2008 <i>Pew Internet Project</i>	65	34	*
	December, 2007 <i>Pew Internet Project</i>	65	35	*
	April, 2006 <i>Pew Internet Project</i>	68	32	*
b.	A laptop computer			
	Jun 8-28, 2010	55	45	0
	April 29-May 30, 2010 <sup>25</sup> <i>Pew Internet Project</i>	55	45	*
	Dec 28, 2009-Jan19, 2010 <i>Pew Internet Project</i>	49	51	*
	Nov 30-Dec 27, 2009 <i>Pew Internet Project</i>	46	53	*
	Aug 18-Sep 14, 2009 <i>Pew Internet Project</i>	47	53	*
	Mar 26-Apr 19, 2009 <i>Pew Internet Project</i>	47	53	*
	April, 2008 <i>Pew Internet Project</i>	39	61	*
	December, 2007 <i>Pew Internet Project</i>	37	63	*
	April, 2006 <i>Pew Internet Project</i>	30	69	*
c.	A cell phone .... or a Blackberry, iPhone, or other device that is also a cell phone			
	Jun 8-28, 2010 <i>Pew Internet Project</i>	83	17	*
	April 29-May 30, 2010 <i>Pew Internet Project</i>	82	18	*
	Dec 28, 2009-Jan19, 2010 <sup>26</sup> <i>Pew Internet Project</i>	80	20	*
	Nov 30-Dec 27, 2009 <i>Pew Internet Project</i>	83	17	*
	Aug 18-Sep 14, 2009 <i>Pew Internet Project</i>	84	15	*
	Mar 26-Apr 19, 2009 <i>Pew Internet Project</i>	85	15	*
	April, 2008 <i>Pew Internet Project</i>	78	22	*
	December, 2007 <i>Pew Internet Project</i>	75	25	*
	September, 2007 <i>Pew Internet Project</i>	78	22	*
	April, 2006 <i>Pew Internet Project</i>	73	27	*
	January 2005 <i>Pew Internet Project</i>	66	34	*
	November, 2004 <i>Pew Internet Project</i>	65	35	*

<sup>25</sup> Item wording for April 29-May 30, 2010, was "a laptop computer or netbook." Prior to that, item wording was "a laptop computer [IF NECESSARY: includes a netbook]."

<sup>26</sup> In January 2010, the item wording was "A cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." Prior to April 2009, item wording was "A cell phone." Beginning in December 2007, this item was not asked of the cell phone sample, but results shown reflect total combined landline and cell phone sample. Through January 2005, the question was not asked as part of a series.

**Q.40 CONTINUED...**

		<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
d.	An MP3 player or iPod			
	Jun 8-28, 2010	47	53	*
	April 29-May 30, 2010 <i>Pew Internet Project</i>	46	54	*
	Aug 18-Sep 14, 2009 <i>Pew Internet Project</i>	43	57	*
	Mar 26-Apr 19, 2009 <i>Pew Internet Project</i>	45	55	*
	December, 2007 <i>Pew Internet Project</i>	34	66	*
	April, 2006 <i>Pew Internet Project</i>	20	79	*
	February, 2005 <sup>27</sup> <i>Pew Internet Project</i>	11	88	1
	January 2005 <i>Pew Internet Project</i>	11	88	1
e.	A tablet computer such as an iPad			
	Jun 8-28, 2010 <i>Pew Internet Project</i>	4	96	*
	April 29-May 30, 2010 <i>Pew Internet Project</i>	3	97	*
f.	A satellite radio subscription through X-M or Sirius radio			
	Jun 8-28, 2010	15	85	*
	May, 2008 <sup>28</sup>	14	85	1
	April, 2006	10	89	1

**ASK ALL:**

INT1 Do you use the internet, at least occasionally?

**ASK ALL:**

INT2 Do you send or receive email, at least occasionally?

Jun 8-28

2010

82 Yes to either

18 No/Don't know/Refused to both

**ASK IF INTERNET USER (INT1 OR INT2=1):**

Q.41 How frequently do you get NEWS online... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often? <sup>29</sup>

**Jun 8-28, 2010**

Based on:

-----RESULTS BASED ON INTERNET USERS-----

<u>Total</u>	<u>Internet users</u>		<u>May 2008</u>	<u>April 2006</u>	<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>
32	39	Every day	37	27	27	25	27	18	6
14	17	3-5 days per week	18	20	18	16	15	17	9
11	13	1-2 days per week	16	17	15	16	19	20	15
7	8	Once every few weeks	8	12	12	13	12	15	13
12	15	Less often	13	16	17	21	18	21	28
6	7	No/Never (VOL.)	8	8	11	9	9	9	29
*	*	Don't know/Refused (VOL.)	*	*	*	*	*	*	*
18	--	Not an internet user							
[3006]	[2474]								

<sup>27</sup> Through February 2005, the item was not asked as part of a series. The question wording was: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

<sup>28</sup> In May 2008 and April 2006, this question was part of a list with the introduction: "Do you happen to have [INSERT ITEM, IN ORDER], or not?"

<sup>29</sup> In May 2008 and earlier, the question wording was "How frequently do you go online go get NEWS..."

**ASK IF EVER GETS NEWS ONLINE (Q.41=1-5) [N=2266]:**

Q.42 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; PROBE FOR ADDITIONAL: "Anything else?"]?**

Jun 8-28 2010		-----Trend for Comparison-----			
		May 2008		April 2006 <sup>30</sup>	
28	Yahoo	28	Yahoo	31	MSN/NBC
16	CNN	19	MSN/Microsoft	23	Yahoo
15	Google	17	CNN	23	CNN
14	MSN	11	Google	9	Google
11	Local	10	MSNBC/NBC	8	AOL
8	Fox	8	AOL	8	Fox
7	AOL	7	Fox	5	New York Times
7	MSNBC	4	New York Times	5	USA Today
6	New York Times	4	Local news website	4	ESPN/Sports-related
4	All ISP	2	BBC	4	ABC
2	BBC	2	ESPN/sports-related	3	Drudge Report
2	Drudge Report	2	ABC	3	Cable homepage
2	ABC	2	Drudge Report	2	BBC
2	USA Today	2	CNBC	2	Washington Post
2	Wall Street Journal	2	Wall Street Journal	1	CBS
2	NBC	2	USA Today	1	Los Angeles Times
1	Washington Post	2	Washington Post	1	Wall Street Journal
1	Huffington Post	2	ISP		
1	Facebook	1	CBS		
1	NPR				
1	Bing				
1	ESPN				
1	CBS				
18	Other	25	Other website	1	Don't like/Misunderstood
12	Don't know/Refused	10	Misunderstood/DK/Ref.	39	Other websites
				7	Don't know/Refused

*Figures add to more than 100% because of multiple responses.*

<sup>30</sup>

Results from April 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 May 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.41=1-5):**

Q.43 Have you ever used search engines such as Google, Yahoo or Bing to search for news 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?<sup>31</sup>

**Jun 8-28, 2010**

Based on:			BASED ON ONLINE NEWS USERS		
Total	Internet users	Online news users	May 2008	April 2006	April 2004
17	21	23	13	10	7
16	20	21	18	14	12
14	17	19	22	20	15
11	13	14	18	21	18
8	9	10	12	15	18
9	12	12	17	20	30
*	*	*	*	*	*
6	8	--			
18	--	--			
[3006]	[2474]	[2266]			

**NO QUESTION 44****ASK IF FORM 2 AND INTERNET USER (INT1=1 OR INT2=1):**

Q.45F2 When you are online, do you ever come across news even when you are online for purposes other than getting news?<sup>32</sup>

**Jun 8-28, 2010**

Based on:			-----BASED ON INTERNET USERS-----					
Total	Internet users		May 2008	April 2006	April 2004	April 2002	April 1998	October 1996
62	76	Yes	73	76	73	65	54	53
19	23	No	26	24	27	35	45	45
1	1	Don't know/Refused (VOL.)	1	*	*	*	1	2
18	--	Not an internet user						
[1509]	[1238]							

<sup>31</sup> In May 2008 and earlier, question asked about searching for "news stories" and did not include Bing.

<sup>32</sup> From April 2002 to May 2008 the question asked: "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?" In April 1998 it asked "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 October 1996 it asked "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 IF INTERNET USER (INT1=1 OR INT2=1):**

Q.46 How often, if ever, do you read blogs about politics or current events **[READ]**?

**Jun 8-28, 2010**

*Based on:*

Internet			May 2008 <sup>33</sup>	
<u>Total</u>	<u>users</u>		<u>Total</u>	<u>users</u>
9	11	Regularly	10	14
19	24	Sometimes	13	20
22	27	Hardly ever	19	28
31	38	Never	25	37
*	*	Don't know/Refused <b>(VOL.)</b>	*	*
18	--	Not an internet user	33	
[3006]	[2474]			

**ASK ALL CELL PHONE OWNERS (Q40c=1):**

Q.47 Thinking now about any of your cell phones, do you ever use a cell phone to **[INSERT ITEM; READ IN ORDER]** or not?

a. Send or receive text messages

**Jun 8-28, 2010**

*Based on:*

Cell phone		
<u>Total</u>	<u>owners</u>	
57	69	Yes
25	30	No
*	*	Don't know/Refused <b>(VOL.)</b>
17	--	Not a cell phone owner
[3006]	[2627]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1) AND CELL PHONE OWNER (Q40C=1):**

b. Send or receive email

**Jun 8-28, 2010**

*Based on:*

Use			
Cell phone		internet &	
<u>Total</u>	<u>owners</u>	<u>have cell</u>	
28	34	38	Yes
45	55	62	No
0	0	0	Don't know/Refused <b>(VOL.)</b>
9	11	--	Cell phone owner, but not internet user
17	--	--	Not a cell phone owner
[3006]	[2627]	[2296]	

<sup>33</sup> Asked as part of a list of online news activities.

**ASK IF INTERNET USER (INT1=1 OR INT2=1) AND CELL PHONE OWNER (Q40C=1):**

c. Access the internet

**Jun 8-28, 2010***Based on:*

	Cell phone		Use
<u>Total</u>	<u>owners</u>	<u>have cell</u>	<u>internet &amp;</u>
31	38	42	Yes
42	51	58	No
*	*	*	Don't know/Refused <b>(VOL.)</b>
9	11	--	<i>Cell phone owner, but not an internet user</i>
17	--	--	<i>Not a cell phone owner</i>
[3006]	[2627]	[2296]	

**ASK ALL CELL PHONE OWNERS (Q40c=1):**

Q.48 Have you ever downloaded an application or "app" that allows you to access news or news headlines on a cell phone, or not?

**Jun 8-28, 2010***Based on:*

	Cell phone	
<u>Total</u>	<u>owners</u>	
16	20	Yes
66	80	No
*	*	Don't know/Refused <b>(VOL.)</b>
17	--	<i>Not a cell phone owner</i>
[3006]	[2627]	

**ASK IF INTERNET/E-MAIL ON CELL PHONE (Q.47b=1 OR Q.47c=1):**Q.49 How often, if ever, do you get news or news headlines on a cell phone **[READ]**?**Jun 8-28, 2010***Based on:*

	Cell phone		Use
<u>Total</u>	<u>owners</u>	<u>on cell</u>	<u>internet</u>
8	10	24	Regularly
6	8	18	Sometimes
7	8	20	Hardly ever [OR]
13	16	38	Never
*	*	*	Don't know/Refused <b>(VOL.)</b>
39	47	--	<i>Cell phone owner who uses internet, but not on phone</i>
9	11	--	<i>Cell phone owner who does not use internet</i>
17	--	--	<i>Not a cell phone owner</i>
[3006]	[2627]	[913]	

**ASK IF EVER GET NEWS ON CELL PHONE (Q.49=1-3):**

Q.49a Did you get any news or news headlines on a cell phone YESTERDAY, or not?

**Jun 8-28, 2010**

*Based on:*

<u>Total</u>	<u>Cell phone owners</u>	<u>Use internet on cell</u>	
9	11	27	Yes, got news yesterday
12	15	35	No, did not get news yesterday
*	*	*	Don't know/Refused <b>(VOL.)</b>
13	16	38	<i>Cell phone owner who uses internet on phone, but not for news</i>
39	47	--	<i>Cell phone owner who uses internet, but not on phone</i>
9	11	--	<i>Cell phone owner who does not use internet</i>
17	--	--	<i>Not a cell phone owner</i>
[3006]	[2627]	[913]	

**ASK IF HAS TABLET COMPUTER (Q.40e=1):**

Q.50 Now, thinking about your iPad or tablet computer, how often, if ever, do you get news or news headlines on your tablet computer **[READ]**?

**Jun 8-28, 2010**

*Based on:*

<u>Total</u>	<u>Tablet owners</u>	
1	33	Regularly
1	26	Sometimes
1	20	Hardly ever
1	19	Never
*	1	Don't know/Refused <b>(VOL.)</b>
96	--	<i>Do not have a tablet computer</i>
[3006]	[113]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1):**

Q.51 How often, if ever, do you get news or news headlines by email **[READ]**?

**Jun 8-28, 2010**

*Based on:*

<u>Total</u>	<u>Internet users</u>	
12	14	Regularly
15	18	Sometimes
20	24	Hardly ever
36	43	Never
*	*	Don't know/Refused <b>(VOL.)</b>
18	--	<i>Not an internet user</i>
[3006]	[2474]	

**ASK IF GETS NEWS BY EMAIL (Q.51=1-3):**

Q.52a Did you get any news or news headlines by email YESTERDAY, or not?

**Jun 8-28, 2010**

*Based on:*

		Internet
<u>Total</u>	<u>users</u>	
14	17	Yes, got news yesterday
31	37	No, did not get news yesterday
2	2	Don't know/Refused <b>(VOL.)</b>
36	44	<i>Do not get news by email</i>
18	--	<i>Not an internet user</i>
[3006]	[2474]	

**ASK IF GETS NEWS BY EMAIL (Q.51=1-3):**

Q.53 Do you get news or news headlines by email directly from any news organizations or journalists, or not?

**Jun 8-28, 2010**

*Based on:*

		Internet
<u>Total</u>	<u>users</u>	
10	12	Yes, get news directly from news organizations or journalists
36	43	No, do not get news directly from news organizations or journalists
1	1	Don't know/Refused <b>(VOL.)</b>
36	44	<i>Do not get news by email</i>
18	--	<i>Not an internet user</i>
[3006]	[2474]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1):**

Q.54 How often, if ever, do you send news or news headlines by email **[READ]**?

**Jun 8-28, 2010**

*Based on:*

		Internet
<u>Total</u>	<u>users</u>	
3	4	Regularly
11	13	Sometimes
19	23	Hardly ever
49	60	Never
*	*	Don't know/Refused <b>(VOL.)</b>
18	--	<i>Not an internet user</i>
[3006]	[2474]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1):**

Q.55 How often, if ever, do you get news or news headlines through a customizable web page, such as iGoogle or MyYahoo, or through an RSS reader?

**Jun 8-28, 2010**

*Based on:*

		Internet
<u>Total</u>	<u>users</u>	
10	12	Regularly
10	12	Sometimes
12	15	Hardly ever
49	60	Never
1	1	Don't know/Refused <b>(VOL.)</b>
18	--	<i>Not an internet user</i>
[3006]	[2474]	

**ASK IF GETS NEWS BY CUSTOMIZABLE WEB PAGE OR RSS (Q.55=1-3):**

Q.55a Did you get any news or news headlines through a customizable web page, such as iGoogle or MyYahoo, or through an RSS reader YESTERDAY, or not?

**Jun 8-28, 2010**

*Based on:*

		Internet
<u>Total</u>	<u>users</u>	
10	13	Yes, got news yesterday
21	26	No, did not get news yesterday
*	1	Don't know/Refused (VOL.)
50	61	<i>Do not get news through customizable web page/RSS</i>
18	--	<i>Not an internet user</i>
[3006]	[2474]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1):**

Q.56 Do you ever use Twitter, or haven't you done this?

**Jun 8-28, 2010**

*Based on:*

		Internet	<i>Pew Social Trends</i> Jan 14-27 2010
<u>Total</u>	<u>users</u>		<u>Total</u>
9	11	Yes	8
72	88	No	69
*	1	Don't know/Refused <b>(VOL.)</b>	*
18	--	<i>Not an internet user</i>	23
[3006]	[2474]		

**ASK IF USES TWITTER (Q.56=1):**Q.57 How often, if ever, do you get news or news headlines through Twitter? **[READ]****Jun 8-28, 2010***Based on:*

	Internet	Twitter	
<u>Total</u>	<u>users</u>	<u>users</u>	
2	2	17	Regularly
1	2	15	Sometimes
3	3	27	Hardly ever [OR]
4	5	42	Never
0	0	0	Don't know/Refused <b>(VOL.)</b>
73	89	--	<i>Do not use Twitter</i>
18	--	--	<i>Not an internet user</i>
[3006]	[2474]	[256]	

**ASK IF GETS NEWS FROM TWITTER (Q.57=1-3):**

Q.57a Did you get any news or news headlines through Twitter YESTERDAY, or not?

**Jun 8-28 2010***Based on:*

	Internet	Twitter	
<u>Total</u>	<u>users</u>	<u>users</u>	
2	2	18	Yes, got news yesterday
4	5	41	No, did not get news yesterday
*	*	*	Don't know/Refused (VOL.)
4	5	42	<i>Do not get news from Twitter</i>
73	89	--	<i>Do not use Twitter</i>
18	--	--	<i>Not an internet user</i>
[3006]	[2474]	[256]	

**ASK IF USES TWITTER (Q.56=1):**Q.58 How often, if ever, do you send news or news headlines through Twitter **[READ]**?**Jun 8-28, 2010***Based on:*

	Internet	Twitter	
<u>Total</u>	<u>users</u>	<u>users</u>	
1	1	6	Regularly
1	1	9	Sometimes
2	2	20	Hardly ever [OR]
6	7	65	Never
0	0	0	Don't know/Refused <b>(VOL.)</b>
73	89	--	<i>Do not use Twitter</i>
18	--	--	<i>Not an internet user</i>
[3006]	[2474]	[256]	

**ASK IF GETS NEWS FROM TWITTER (Q.57=1-3):**

Q.59 Do you use Twitter to follow any news organizations or journalists, or not?

**Jun 8-28, 2010***Based on:*

	Internet	Twitter	
<u>Total</u>	<u>users</u>	<u>users</u>	
2	3	24	Yes
3	4	34	No
*	*	*	Don't know/Refused <b>(VOL.)</b>
4	5	42	<i>Do not get news from Twitter</i>
73	89	--	<i>Do not use Twitter</i>
18	--	--	<i>Not an internet user</i>
[3006]	[2474]	[256]	

**ASK IF INTERNET USER (INT1=1 OR INT2=1):**

Q.60 Have you ever created your own profile on any social networking site like MySpace, Facebook or LinkedIn, or haven't you done this?

**Jun 8-28, 2010***Based on:**Pew Social Trends*

	Internet		
<u>Total</u>	<u>users</u>		<u>Total</u>
45	55	Yes	41
37	45	No	35
*	*	Don't know/Refused <b>(VOL.)</b>	*
18	--	<i>Not an internet user</i>	23
[3006]	[2474]		

**ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.60=1):**

Q.61 How often, if ever, do you get news or news headlines through social networking sites [READ]?

**Jun 8-28, 2010***Based on:***TREND FOR COMPARISON:****May 2008<sup>34</sup>**

	Internet	Have SNS		Have SNS
<u>Total</u>	<u>users</u>	<u>profile</u>		<u>profile</u>
7	9	16	Regularly	10
12	14	26	Sometimes	20
10	12	22	Hardly ever [OR]	27
16	20	36	Never	43
*	*	*	Don't know/Refused <b>(VOL.)</b>	*
37	45	--	<i>Do not have a social networking profile</i>	
18	--	--	<i>Not an internet user</i>	
[3006]	[2474]	[1264]		

<sup>34</sup>

In May 2008, the question was worded: "How often do you get information about local, national or international news through social networking pages?" And the wording for the filter was different: "Do you have a profile on MySpace, Facebook or another social networking site, or not?"

**ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.61=1-3):**

Q.61a Did you get any news or news headlines through social networking sites YESTERDAY, or not?

**Jun 8-28, 2010***Based on:*

Internet Have SNS			
<u>Total</u>	<u>users</u>	<u>profile</u>	
9	11	19	Yes, got news yesterday
20	24	43	No, did not get news yesterday
1	1	1	Don't know/Refused <b>(VOL.)</b>
17	20	37	<i>Do not get news from social networking sites</i>
37	45	--	<i>Do not have a social networking profile</i>
18	--	--	<i>Not an internet user</i>
[3006]	[2474]	[1264]	

**ASK IF HAVE SOCIAL NETWORKING PROFILE (Q.60=1):**Q.62 How often, if ever, do you post news or news headlines on social networking sites **[READ]**?**Jun 8-28, 2010***Based on:*

Internet Have SNS				<b>May 2008<sup>35</sup></b>
<u>Total</u>	<u>users</u>	<u>profile</u>		<u>Have SNS profile</u>
2	2	4	Regularly	6
8	9	17	Sometimes	18
9	11	20	Hardly ever [OR]	19
27	33	59	Never	57
*	*	*	Don't know/Refused <b>(VOL.)</b>	*
37	45	--	<i>Do not have a social networking profile</i>	
18	--	--	<i>Not an internet user</i>	
[3006]	[2474]	[1264]		

**ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.61=1-3):**

Q.63 Do you use social networking sites to follow any news organizations or journalists as a fan or friend, or not?

**Jun 8-28, 2010***Based on:*

Internet Have SNS			
<u>Total</u>	<u>users</u>	<u>profile</u>	
7	9	16	Yes
21	26	47	No
*	*	*	Don't know/Refused (VOL.)
17	20	37	<i>Do not get news from social networking sites</i>
37	45	--	<i>Do not have a social networking profile</i>
18	--	--	<i>Not an internet user</i>
[3006]	[2474]	[1264]	

**NO QUESTIONS 64-69**<sup>35</sup>

In May 2008, the question was worded: "How often do you share information about local, national or international news on your social networking page?" And the wording for the filter was different: "Do you have a profile on MySpace, Facebook or another social networking site, or not?"

**ASK IF INTERNET USER (INT1=1 OR INT2=1):**

Q.70 How often, if ever, do you watch or listen to news podcasts **[READ]**?

**Jun 8-28, 2010**

*Based on:*

<u>Total</u>	<u>MP3 players</u>	Internet users w/
3	6	Regularly
6	13	Sometimes
7	16	Hardly ever
29	64	Never
*	1	Don't know/Refused <b>(VOL.)</b>
54	--	<i>Not an internet user and/or do not have an MP3 player</i>
[3006]	[1263]	

**ASK IF WATCH/LISTEN TO PODCASTS (Q.70=1-3):**

Q.71 Did you watch or listen to a news podcast YESTERDAY, or not?

**Jun 8-28, 2010**

*Based on:*

<u>Total</u>	<u>MP3 players</u>	Internet users w/
4	9	Yes, watch/listened yesterday
12	26	No, did not watch/listen yesterday
*	*	Don't know/Refused <b>(VOL.)</b>
30	65	<i>Do not watch/listen to podcasts</i>
54	--	<i>Not an internet user and/or do not have an MP3 player</i>
[3006]	[1263]	

**NO QUESTIONS 72 OR 73****ASK ALL:**

Q.74 At your home, do you currently subscribe to Cable TV, satellite TV, or another digital cable service like Fios, or not?

Jun 8-28

2010

80	Yes
19	No
*	Don't know/Refused <b>(VOL.)</b>

**ASK ALL:**

Q.75 Do you happen to have a Tivo or cable box with a DVR that can record TV programs you select, or not?<sup>36</sup>

Jun 8-28 <u>2010</u>		May <u>2008</u>	April <u>2006</u>	April <u>2004</u>	April <u>2002</u>
45	Yes	35	23	13	3
54	No	64	76	86	96
1	Don't know/Refused <b>(VOL.)</b>	1	1	1	1

**ASK IF HAS TIVO/DVR (Q.75=1):**

Q.76 Have you programmed your DVR or Tivo to record any news programs regularly, or not?

**BASED ON THOSE WHO HAVE A DVR/TIVO [N=1409]:**

Jun 8-28 <u>2010</u>		May <u>2008</u>	April <u>2006</u>
24	Yes	22	17
76	No	78	83
*	Don't know/Refused <b>(VOL.)</b>	*	*

**NO QUESTIONS 77-81****ASK IF REGULARLY GET NEWS FROM THE FOLLOWING SOURCE LIST:**

Q.82 We're interested in understanding WHY people use certain media sources. For example, earlier you said that you regularly turn to **[INSERT FIRST SOURCE, RANDOMIZE a-j FIRST, FOLLOWED BY RANDOMIZED k-x]**. Do you turn to **[FIRST SOURCE]** MOSTLY **[READ AND RANDOMIZE, KEEP ORDER CONSISTENT FOR EACH RESPONDENT]**

Do you turn to **[INSERT NEXT SOURCE]** MOSTLY **[READ AND RANDOMIZE, KEEP ORDER CONSISTENT FOR EACH RESPONDENT; READ ALL ANSWER CHOICES AFTER EACH SOURCE]** **[IF RESPONDENT HAS DIFFICULTY CHOOSING, PROBE WITH "WHAT IS THE MAIN REASON YOU TURN TO [SOURCE]?"]**

		Latest news & headlines	In-depth reporting	Enter- tainment	Interesting views/opinions	<b>(VOL.)</b> Mix/All	<b>(VOL.)</b> Other/ DK/Ref	<b>N</b>
a.F1	The national nightly network news on CBS, ABC or NBC Jun 8-28, 2010	59	13	6	8	9	5	<b>[470]</b>
b.F1	The Today Show, Good Morning America or The Early Show Jun 8-28, 2010	39	4	18	13	19	7	<b>[318]</b>
c.F1	A daily newspaper Jun 8-28, 2010	53	7	8	8	18	4	<b>[690]</b>
d.F2	CNN Jun 8-28, 2010	64	10	4	6	14	2	<b>[274]</b>
e.F2	The Fox News CABLE Channel Jun 8-28, 2010	44	11	5	11	22	6	<b>[386]</b>
f.F2	MSNBC Jun 8-28, 2010	43	12	13	15	13	2	<b>[167]</b>

<sup>36</sup> In a list in May 2008 and earlier. In May 2008, item was: "A DVR, such as a Tivo that can record TV programs you select." In April 2006 and April 2004 the item was: "A digital video recorder like TiVo that automatically records TV programs you select." In April 2002 the item was: "A smart TV product like TiVo or UltimateTV."

**Q.82 CONTINUED...**

		<u>Latest news &amp; headlines</u>	<u>In-depth reporting</u>	<u>Enter- tainment</u>	<u>Interesting views/opinions</u>	<b>(VOL.)</b> <u>Mix/All</u>	<b>(VOL.)</b> <u>Other/ DK/Ref</u>	<b>N</b>
g.	NPR, National Public Radio Jun 8-28, 2010	21	20	12	18	28	2	<b>[371]</b>
h.	News magazines such as Time, U.S. News or Newsweek Jun 8-28, 2010	31	23	6	20	16	5	<b>[275]</b>
i.	Magazines such as The Atlantic, Harper's and The New Yorker Jun 8-28, 2010	14	20	21	26	16	4	<b>[75]</b>
j.	Blogs about politics or current events Jun 8-28, 2010	27	10	10	29	11	12	<b>[307]</b>
k.	The PBS NewsHour Jun 8-28, 2010 <sup>37</sup>	35	24	12	13	8	7	<b>[214]</b>
l.	Countdown with Keith Olbermann Jun 8-28, 2010	14	16	11	39	14	6	<b>[90]</b>
m.	The Rachel Maddow show Jun 8-28, 2010	18	14	10	33	15	11	<b>[93]</b>
n.	The Daily Show with Jon Stewart Jun 8-28, 2010	10	2	43	24	20	1	<b>[194]</b>
o.	The Colbert Report with Stephen Colbert Jun 8-28, 2010	3	2	53	18	19	5	<b>[151]</b>
p.	The Glenn Beck show Jun 8-28, 2010	10	24	6	32	23	4	<b>[223]</b>
q.	The O'Reilly Factor with Bill O'Reilly Jun 8-28, 2010	11	20	6	44	18	2	<b>[341]</b>
r.	The Sean Hannity show Jun 8-28, 2010	14	21	6	39	18	2	<b>[225]</b>
s.	Rush Limbaugh's radio show Jun 8-28, 2010	10	15	7	37	28	4	<b>[185]</b>
t.	Hardball with Chris Matthews Jun 8-28, 2010	19	19	7	42	10	3	<b>[120]</b>
u.	Sunday morning news shows such as Meet the Press, This Week or Face the Nation Jun 8-28, 2010	24	19	6	37	9	6	<b>[403]</b>

<sup>37</sup> Because of substantial measurement error concerning the NewsHour audience (see footnote to Q.28n), these figures are not analyzed in the report. **(This footnote was added on Sept. 23, 2010.)**

**Q.82 CONTINUED...**

		<u>Latest news &amp; headlines</u>	<u>In-depth reporting</u>	<u>Enter- tainment</u>	<u>Interesting views/opinions</u>	<b>(VOL.)</b> <u>Mix/All</u>	<b>(VOL.)</b> <u>Other/ DK/Ref</u>	<b>N</b>
v.	The New York Times Jun 8-28, 2010	30	33	4	11	18	4	<b>[153]</b>
w.	The Wall Street Journal Jun 8-28, 2010	30	37	2	11	16	4	<b>[132]</b>
x.	USA Today Jun 8-28, 2010	52	9	16	9	9	5	<b>[144]</b>

**NO QUESTIONS 83 OR 84****RANDOMIZE Q.85 THROUGH Q.88****ASK ALL:**

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

Q.85 Do you happen to know which political party has a majority in the U.S. House of Representatives?  
**[READ AND RANDOMIZE]**

	<u>Democrats</u>	<u>Republicans</u>	<b>(VOL.)</b> <u>DK/Ref</u>
Jun 8-28, 2010	<b>70</b>	12	19
Oct 1-4, 2009	<b>75</b>	13	12
Jun 18-21, 2009	<b>76</b>	12	12
Mar 26-29, 2009	<b>86</b>	12	2
Dec 4-7, 2008	<b>82</b>	11	7
Feb 28-Mar 2, 2008	<b>70</b>	26	4
Aug 16-19, 2007	<b>78</b>	19	3
February, 2007	<b>76</b>	10	14
<b>TREND FOR COMPARISON:<sup>38</sup></b>			
May, 2008	<b>53</b>	15	32
Late October, 2006	4	<b>58</b>	38
April, 2006	6	<b>64</b>	30
April, 2004	8	<b>56</b>	36
June, 2001	34	<b>31</b>	35
August, 1999	8	<b>55</b>	37
December, 1998	11	<b>56</b>	33
June, 1997	6	<b>50</b>	44
April, 1996	8	<b>70</b>	22
June, 1995	5	<b>73</b>	22
July, 1994	<b>60</b>	18	22
February, 1994	<b>58</b>	42	n/a
September, 1992	<b>46</b>	9	45
June, 1992	<b>44</b>	12	44
May, 1992	<b>49</b>	12	39
May, 1989	<b>68</b>	16	16

**Correct answers for each trend in bold**

<sup>38</sup> In May 2008, and from May 1992 through Late October 2006 this was asked as an open-ended question, without offering response options for Democrats and Republicans. 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?"

**RANDOMIZE Q.85 THROUGH Q.88****ASK ALL:**

Q.86 Can you tell me which company Steve Jobs is the head of? Is it... **[READ AND RANDOMIZE]:**

Jun 8-28

2010

**41 Apple**  
 4 Amazon.com  
 1 DreamWorks [OR]  
 6 Microsoft  
 47 Don't know/Refused **(VOL.)**

**RANDOMIZE Q.85 THROUGH Q.88****ASK ALL:**

Q.87 Do you happen to know who Eric Holder is? Is he... **[READ AND RANDOMIZE]:**

Jun 8-28

2010

**22 The U.S attorney general**  
 2 The secretary of the treasury  
 9 The CEO of BP [OR]  
 5 White House chief of staff  
 61 Don't know/Refused **(VOL.)**

**RANDOMIZE Q.85 THROUGH Q.88****ASK ALL:**

Q.88 Can you name the country where a recent volcanic eruption disrupted international air travel?  
**[READ AND RANDOMIZE]:**

Jun 8-28

2010

**60 Iceland**  
 4 Finland  
 6 China [OR]  
 6 Indonesia  
 24 Don't know/Refused **(VOL.)**

**NO QUESTIONS 89 OR 90****ASK ALL:**

On a different subject...

Q.91 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?

Jun 8-28

2010

		May <u>2008</u>	April <sup>39</sup> <u>2006</u>	April <u>2004</u>	April <u>2002</u>
38	Gets news at regular times	45	50	52	49
57	Checks in from time to time	51	48	46	48
4	Neither <b>(VOL.)</b>	2	1	1	2
1	Don't know/Refused <b>(VOL.)</b>	2	1	1	1

**ASK ALL:**

Q.92 Which comes closer to describing your view of the news media **[READ AND RANDOMIZE]:**

Jun 8-28

2010

		May <u>2008</u>	April <u>2006</u>	April <u>2004</u>
39	All the news media are pretty much the same to me OR	43	45	45
57	There are a few news sources I trust more than others	53	52	54
5	Don't know/Refused <b>(VOL.)</b>	4	3	1

<sup>39</sup> In April 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 ALL:**

Q.93 Thinking about the different kinds of political news available to you, what do you prefer ... **[READ AND RANDOMIZE]**?

Jun 8-28 <u>2010</u>		May <u>2008</u>	Dec <u>2007</u>	April <u>2006</u>	Early Jan <u>2004</u>
25	Getting news from sources that share YOUR political point of view [OR]	23	23	23	25
62	Getting news from sources that DON'T have a particular political point of view	66	67	68	67
13	Don't know/Refused <b>(VOL.)</b>	11	10	9	8

**ASK ALL:**

Q.94 What do you find gives you the BEST understanding of major news events **[READ AND RANDOMIZE]**?

Jun 8-28 <u>2010</u>		May <u>2008</u>	April <u>2004</u>
45	Reading or hearing the facts about what happened OR	45	40
49	Seeing pictures and video showing what happened	48	55
6	Don't know/Refused <b>(VOL.)</b>	7	5

**ASK ALL:**

Thinking about the news media in general...

Q.95 How much political bias do you see in news coverage? A lot, some, not much or none at all?

Jun 8-28 <u>2010</u>	
52	A lot
30	Some
9	Not too much
6	None at all
4	Don't know/Refused <b>(VOL.)</b>

**ASK ALL:**

Thinking about the news media in general...

Q.95 How much political bias do you see in news coverage? A lot, some, not much or none at all?

**ASK IF A LOT OR SOME BIAS (Q.95=1,2):**

Q.95a In general, do you think news coverage has **[READ AND RANDOMIZE]**?

Jun 8-28 <u>2010</u>	
82	A lot/Some bias
43	More of a liberal bias [OR]
23	More of a conservative bias
10	Other/Neither/Depends <b>(VOL.)</b>
5	Don't know/Refused <b>(VOL.)</b>
15	Not too much bias/None at all
4	Don't know if there's bias/Refused <b>(VOL.)</b>

**NO QUESTIONS 96 OR 97**

**ASK ALL:**

Q.98 As I read a list of some descriptions, tell me if each describes you or not. If you're not familiar with something, just let me know. The first one is... **[INSERT ITEM; RANDOMIZE] [IF NECESSARY: Do you think of yourself as [ITEM] or not?]**

		<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a.	An NRA supporter Jun 8-28, 2010	40	46	13
b.	A Christian conservative Jun 8-28, 2010	43	52	5
c.	An environmentalist Jun 8-28, 2010	60	36	4
d.	Pro-business Jun 8-28, 2010	56	34	10
e.	Libertarian Jun 8-28, 2010	18	68	15
f.	Progressive Jun 8-28, 2010	41	45	14
g.	A Tea Party supporter Jun 8-28, 2010	25	63	12
h.	A gay rights supporter Jun 8-28, 2010	40	52	8

**ASK ALL:**

Q.99 Do you display the American flag at your home, in your office, or on your car, or not?<sup>40</sup>

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
Jun 8-28, 2010	59	41	1
March 11-21, 2010	58	42	*
Mar 31-Apr 21, 2009	59	40	1
January, 2007	62	38	*
Late March, 2005	64	36	*
Mid-July, 2003	69	29	2
August, 2002	75	25	*

**ASK ALL:**

Thinking about the government ...

Q.100 Which comes closer to your view, even if neither is exactly right? **[READ AND RANDOMIZE]?**

		<i>Pew Social Trends</i>
		Jan 14-27
		<u>2010</u>
Jun 8-28		
<u>2010</u>		
43	Government should do more to solve problems [OR]	45
	Government is doing too many things better left to	
47	businesses and individuals	47
10	Don't know/Refused <b>(VOL.)</b>	8

**NO QUESTIONS 101 OR 102**

<sup>40</sup> In June 2010, the question wording was modified to include "American." In April 2009 and earlier, the question was part of a list.

**ASK ALL:**

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

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

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

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean Rep	Lean Dem
Jun 8-28, 2010	25	33	34	3	*	4	14	13
Jun 16-20, 2010	27	34	34	3	1	2	15	15
Apr 21-26, 2010	26	33	36	3	1	3	16	13
Apr 8-11, 2010	23	32	38	5	*	2	17	13
Apr 1-5, 2010	24	29	40	3	1	3	17	15
Mar 18-21, 2010	24	30	40	2	1	3	17	13
Mar 11-21, 2010	28	34	32	3	*	3	13	12
Mar 10-14, 2010	22	33	37	6	*	3	14	13
Feb 3-9, 2010	26	31	37	3	*	3	14	17
Jan 6-10, 2010	22	33	42	2	1	2	17	16
Dec 9-13, 2009	25	32	38	2	*	2	14	15
Oct 28-Nov 8, 2009	27	35	32	3	*	2	13	13
Sep 30-Oct 4, 2009	23	34	37	3	1	3	16	14
Sep 10-15, 2009	23	34	34	4	*	5	13	17
Aug 20-27, 2009	26	32	36	3	*	3	14	16
Aug 11-17, 2009	23	33	38	3	*	3	16	15
Jul 22-26, 2009	22	34	37	5	*	2	15	14
Jun 10-14, 2009	25	34	34	3	*	3	11	16
<b>Yearly Totals</b>								
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.3	35.8	31.7	3.8	.3	3.1	10.5	15.4
2007	25.4	32.9	33.7	4.6	.4	3.1	10.7	16.7
2006	27.6	32.8	30.3	5.0	.4	3.9	10.2	14.5
2005	29.2	32.8	30.3	4.5	.3	2.8	10.2	14.9
2004	29.7	33.4	29.8	3.9	.4	2.9	11.7	13.4
2003	29.8	31.4	31.2	4.7	.5	2.5	12.1	13.0
2002	30.3	31.2	30.1	5.1	.7	2.7	12.6	11.6
2001	29.2	33.6	28.9	5.1	.5	2.7	11.7	11.4
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	28.2	34.6	29.5	5.0	.5	2.1	11.7	12.5
2000	27.5	32.5	29.5	5.9	.5	4.0	11.6	11.6
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.5	33.2	31.9	4.6	.4	2.4	11.8	13.5
1997	28.2	33.3	31.9	4.0	.4	2.3	12.3	13.8
1996	29.2	32.7	33.0	5.2	--	--	12.7	15.6
1995	31.4	29.7	33.4	5.4	--	--	14.4	12.9
1994	29.8	31.8	33.8	4.6	--	--	14.3	12.6
1993	27.4	33.8	34.0	4.8	--	--	11.8	14.7
1992	27.7	32.7	35.7	3.9	--	--	13.8	15.8
1991	30.9	31.4	33.2	4.5	--	--	14.6	10.8
1990	31.0	33.1	29.1	6.8	--	--	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

**ASK ALL:**

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

Jun 8-28		
<u>2010</u>		
45	Full-time	
13	Part-time	
41	Not employed	
1	Don't know/Refused (VOL.)	

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2):**

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

**BASED ON THOSE WHO ARE EMPLOYED FULL/PART TIME [N=1650]**

Jun 8-28		May	April	April
<u>2010</u>		<u>2008</u>	<u>2006</u>	<u>2004</u>
36	Yes	30	35	31
64	No	70	64	68
*	Don't Know/Refused (VOL.)	*	1	1

**ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1 OR 2):**

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

**BASED ON THOSE WHO ARE EMPLOYED FULL/PART TIME [N=1650]**

Jun 8-28		May
<u>2010</u>		<u>2008</u>
49	Yes	44
50	No	56
*	Don't Know/Refused (VOL.)	*

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**BELIEVEABILITY SURVEY**  
**JULY 8-11, 2010 OMNIBUS**  
**FINAL TOPLINE**  
**N=1001**

**PEW 1-PEW.4 PREVIOUSLY RELEASED**

**ASK ALL:**

PEW.A How do you get most of your news about national and international issues? From **[READ AND RANDOMIZE]**? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE FOR ADDITIONAL: "Anything Else?"]**

	Tele- vision	News- papers	Radio	Maga- zines	Internet	(VOL.) Other	(VOL.) DK/Ref
July 8-11, 2010	68	24	17	3	41	2	1
Dec 9-13, 2009	70	32	17	3	35	1	1
July 22-26, 2009	71	33	21	3	42	1	1
December, 2008	70	35	18	5	40	2	1
September, 2007	74	34	13	2	24	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
<b>Early Sept, 2005<sup>41</sup> (Hurricane Katrina)</b>	<b>89</b>	<b>35</b>	<b>17</b>	<b>*</b>	<b>21</b>	<b>3</b>	<b>*</b>
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
<b>March, 2003 (War in Iraq)</b>	<b>89</b>	<b>24</b>	<b>19</b>	<b>*</b>	<b>11</b>	<b>2</b>	<b>*</b>
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
<b>Mid-September, 2001 (Terror Attacks)</b>	<b>90</b>	<b>11</b>	<b>14</b>	<b>*</b>	<b>5</b>	<b>1</b>	<b>1</b>
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
<b>Early January, 1991 (Persian Gulf)</b>	<b>82</b>	<b>40</b>	<b>15</b>	<b>4</b>	<b>--</b>	<b>1</b>	<b>*</b>

*Figures add to more than 100% because of multiple responses.*

<sup>41</sup> In Early September 2005, the question was worded "news about the impact of Hurricane Katrina." In March 2003, the question was worded "news about the war in Iraq," and in Mid-September 2001, the question was worded "news about the terrorist attacks." In September 1995, question wording did not include "international." In Early January 1991 the question asked about "the latest developments in the Persian Gulf."

**IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN PEW.A ASK:**

PEW.B On television, do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

**BASED ON TOTAL:**

	<u>Local</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>	<u>CNN</u>	<u>MSNBC</u>	<u>FNC</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>	<i>TV not a main source</i>
July 8-11, 2010	17	9	8	8	17	5	19	4	2	(32)
Dec 9-13, 2009	16	12	8	10	19	6	19	3	2	(30)
July 22-26, 2009	18	11	10	13	22	6	19	3	1	(29)
December, 2008	15	12	9	10	23	8	17	4	2	(30)
September, 2007	18	11	8	13	22	7	16	3	2	(26)
August, 2006	13	10	9	12	24	6	20	6	1	(28)
November, 2005	16	14	12	15	24	8	22	5	3	(27)
<b>Early Sept, 2005<sup>42</sup> (Hurricane Katrina)</b>	<b>19</b>	<b>14</b>	<b>8</b>	<b>12</b>	<b>31</b>	<b>9</b>	<b>22</b>	<b>3</b>	<b>3</b>	<b>(11)</b>
June, 2005	13	12	9	12	18	5	16	2	4	(26)
December, 2004	15	11	9	14	20	6	19	3	3	(26)
October, 2003	17	12	8	13	20	6	17	--	4	(20)
August, 2003	17	12	10	15	26	7	18	3	4	(21)
Early July, 2003	17	12	11	14	27	9	22	3	3	(21)
January, 2002	16	11	11	15	28	8	16	4	2	(18)

Figures add to more than 100% because of multiple responses.

**PEW.5-PEW.10 PREVIOUSLY RELEASED****ASK ALL:**

PEW.11 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"]

	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
a. USA Today						
July 8-11, 2010	13	30	22	12	1	22
Late May, 2008	13	35	26	8	2	16
June, 2006	15	30	25	10	2	18
May, 2004	15	32	22	8	2	21
May, 2002	15	36	19	6	1	23
May, 2000	17	31	20	7	2	23
May, 1998	18	35	21	5	2	19
April, 1996	20	34	20	9	3	14
February, 1993	20	36	21	7	1	15
August, 1989	21	32	18	5	6	18
June, 1985	13	26	13	2	4	42

<sup>42</sup> In early September 2005, the question was worded: "Have you been getting most of your news about the disaster from ..."

## PEW.11 CONTINUED...

		Believe			Cannot Believe	Never Heard of	(VOL.) Can't Rate
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>		
b.	The Wall Street Journal						
	July 8-11, 2010	18	27	17	11	*	27
	Late May, 2008	20	34	17	8	2	19
	June, 2006	19	29	17	8	3	24
	May, 2004	18	31	17	8	1	25
	May, 2002	22	29	11	4	1	33
	May, 2000	27	24	9	6	4	30
	May, 1998	30	30	9	4	2	25
	April, 1996	28	29	13	7	3	20
	February, 1993	30	32	14	6	2	16
	August, 1989	30	26	9	3	6	26
	June, 1985	25	23	6	2	1	43
c.	The New York Times						
	July 8-11, 2010	15	28	15	15	1	26
	Late May, 2008	14	32	19	14	2	19
	June, 2006	15	26	19	14	2	24
	May, 2004	16	31	18	10	2	23
d.	The daily newspaper you are most familiar with						
	July 8-11, 2010	19	35	25	12	0	9
	Late May, 2008	21	39	23	8	1	8
	June, 2006	18	37	26	12	1	6
	May, 2004	17	33	30	12	*	8
	May, 2002	20	39	25	9	0	7
	May, 2000	23	38	24	8	*	7
	May, 1998	27	36	24	7	*	6
	April, 1996	24	37	26	8	*	5
	February, 1993	22	41	25	8	*	4
	August, 1989	26	41	24	7	*	2
	June, 1985	28	52	13	2	*	5
e.	CNN						
	July 8-11, 2010	26	32	20	12	1	9
	Late May, 2008	28	36	18	9	1	8
	June, 2006	25	35	20	10	1	9
	May, 2004	29	36	17	8	1	9
	May, 2002	32	34	15	6	1	12
	May, 2000	33	32	14	5	1	15
	May, 1998	37	35	11	4	1	12
	April, 1996	34	37	14	4	1	10
	February, 1993	41	35	10	4	2	8
	August, 1989	33	31	11	2	8	16
	June, 1985	20	24	7	1	10	38

## PEW.11 CONTINUED...

		(VOL.)					(VOL.)
		Believe			Cannot	Never	(VOL.)
		<u>4</u>	<u>3</u>	<u>2</u>	Believe	Heard	Can't
					<u>1</u>	<u>of</u>	<u>Rate</u>
f.	The Fox News CABLE Channel						
	July 8-11, 2010	25	26	20	20	*	8
	Late May, 2008	21	32	21	15	2	9
	June, 2006	22	29	21	15	1	12
	May, 2004	21	33	23	9	1	13
	May, 2002	19	34	20	6	2	19
	May, 2000	19	28	19	9	3	22
g.	MSNBC						
	July 8-11, 2010	19	32	18	16	3	12
	Late May, 2008	21	34	22	10	2	11
	June, 2006	17	34	24	8	2	15
	May, 2004	18	36	22	8	2	14
	May, 2002	21	34	17	5	4	19
	May, 2000	19	29	15	6	8	23
h.	ABC News						
	July 8-11, 2010	19	39	21	12	1	8
	Late May, 2008	22	37	25	9	1	6
	June, 2006	20	39	23	10	*	8
	May, 2004	22	36	24	9	*	9
	May, 2002	22	43	19	6	*	10
	May, 2000	26	36	20	6	*	12
	May, 1998	28	43	18	4	*	7
	April, 1996	30	44	17	5	*	4
	February, 1993	34	42	17	4	*	3
	August, 1989	30	46	14	3	1	7
	June, 1985	32	51	11	1	*	5
i.	CBS News						
	July 8-11, 2010	19	36	21	13	1	11
	Late May, 2008	20	36	26	10	1	7
	June, 2006	20	34	27	10	1	8
	May, 2004	22	35	24	9	1	9
	May, 2002	23	41	19	6	*	11
	May, 2000	26	37	20	7	*	10
	May, 1998	26	43	21	4	*	6
	April, 1996	30	42	17	6	*	5
	February, 1993	31	44	16	5	*	4
	August, 1989	29	45	16	4	1	5
	June, 1985	33	51	11	1	*	4
j.	NBC News						
	July 8-11, 2010	18	40	22	13	*	7
	Late May, 2008	23	40	21	11	*	5
	June, 2006	21	39	24	8	*	8
	May, 2004	22	39	24	9	*	6
	May, 2002	23	43	19	6	*	9
	May, 2000	26	37	21	7	*	9
	May, 1998	28	42	20	4	*	6
	April, 1996	28	46	18	5	*	3
	February, 1993	31	42	18	6	*	3
	August, 1989	32	47	14	2	*	5
	June, 1985	31	51	12	1	*	5

## PEW.11 CONTINUED...

		(VOL.)					(VOL.)
		Believe			Cannot	Never	(VOL.)
		<u>4</u>	<u>3</u>	<u>2</u>	Believe	Heard	Can't
					<u>1</u>	<u>of</u>	<u>Rate</u>
k.	Your local TV news						
	July 8-11, 2010	27	38	21	7	0	7
	Late May, 2008	27	40	21	8	*	4
	June, 2006	22	38	25	10	*	5
	May, 2004	23	36	27	9	*	5
	May, 2002	26	39	22	7	*	6
	May, 2000	30	39	19	6	*	6
	May, 1998	32	38	19	6	*	4
	June, 1985	34	47	13	1	*	5
l.	C-SPAN						
	July 8-11, 2010	15	24	17	11	6	26
	Late May, 2008	18	30	16	7	8	21
	June, 2006	18	27	19	7	6	23
	May, 2004	20	28	18	7	4	23
	May, 2002	18	26	12	5	8	31
	May, 2000	21	24	11	6	10	28
	May, 1998	20	26	12	4	12	26
	April, 1996	19	24	12	9	10	26
m.	The PBS NewsHour						
	July 8-11, 2010	20	25	18	10	5	23
	Late May, 2008 <sup>43</sup>	14	22	19	8	15	22
	June, 2006	14	21	16	9	13	27
	May, 2004	13	20	16	8	8	35
	May, 2002	13	20	13	5	18	31
	May, 2000	13	18	13	8	18	30
	May, 1998	15	21	12	5	19	28
	June, 1985	18	17	6	2	29	28
n.	60 Minutes						
	July 8-11, 2010	28	29	19	9	1	14
	Late May, 2008	27	36	21	7	1	8
	June, 2006	24	34	22	9	1	10
	May, 2004	29	33	19	9	*	10
	May, 2002	30	39	15	5	*	11
	May, 2000	31	37	17	7	*	8
	May, 1998	32	37	20	4	*	7
o.	NPR, National Public Radio						
	July 8-11, 2010	20	23	18	11	7	21
	Late May, 2008	19	23	18	10	12	18
	June, 2006	17	27	20	12	4	20
	May, 2004	17	25	22	12	3	21
	May, 2002	16	28	20	7	6	23
	May, 2000	16	21	18	8	13	24
	May, 1998	13	34	17	7	7	22

<sup>43</sup> From 1998 to 2008 the item was worded "The NewsHour with Jim Lehrer." In 1985 this item was worded "The MacNeil-Lehrer NewsHour." The change in 2010 to "The PBS NewsHour" caused unforeseen measurement problems (See footnote to Q.28n in the main survey topline.). Our report does not include any reference to public evaluations of the NewsHour audience because of this substantial measurement error. **(This footnote was modified on Sept. 23, 2010.)**