Fall Off Greater For Young Adults and Computer Users
TV NEWS VIEWERSHIP DECLINES

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TV NEWS VIEWERSHIP DECLINES

Television news is in trouble with the American public. Fewer adults are regularly watching it these days. Viewership of nightly network news is particularly hard hit. Fewer than half the public (42%) now says it regularly watches one of the three nightly network broadcasts -- down from 48% in 1995 and 60% in 1993.

Opinion of the network news has also eroded. An independent nationwide survey conducted as part of this study found that believability ratings for two of the four national news networks declined significantly since 1993. Two of the three broadcast news anchors also received lower credibility ratings than they did in earlier Center surveys.

Public evaluations of the credibility of print news did not decline over this period, but as in the past, most print media were rated as less believable than television news. The poll found no further decline in newspaper readership this year. Half those polled (50%) said they had read a newspaper the day prior to the survey interview. This is comparable to a Center measurement taken in June of last year (52%), and higher than observed in March 1995 (45%), at the high point of interest in the televised proceedings of the O.J. Simpson murder trial.

In contrast, the percentage saying they watched TV news "yesterday" slipped to 59% in the current survey. This percentage had been as high as 74% as recently as 1994. While the decline in television news viewing is most pronounced for the nightly network broadcasts, it was found for all TV news programming covered in the poll. Regular viewing of local TV news is still considerably higher (65%) than watching nightly network news, but lower than observed in 1995 (72%). Similarly, reports of regularly watching TV news magazines declined from 43% in 1994 to 36% in the current poll. Watching CNN regularly was also reported less often (26%) than in 1995 (30%) and 1994 (33%).

The percentage who listen to radio news is largely unchanged in the current survey, as it has been over the past five years. Four in ten (44%) said they listened to news on the radio "yesterday" in the current survey, compared to 42% in 1995. The survey found 13% of respondents reporting they were regular National Public Radio (NPR) listeners, which is not significantly different than the 15% recorded in last year's study.

The overall percentage of Americans reading the papers, watching TV news or listening to news on the radio has changed very little in recent years. However, the *number* of news outlets regularly used by the public appears to be shrinking, more for television news than radio and newspapers. For example, in 1994 64% of the public got their news "yesterday" from two or more of the principal outlets -- from television, a newspaper or from the radio. That percentage fell to 52% in 1995 and 1996. The percentage not using *any* of the three basic media "yesterday" remains twice as high as in 1994.

Trend in Use of
Multiple News Outlets

	1994 %	1995 %	1996 %
News Use Yesterday:			
Three sources:			
Radio, TV and Newspaper	22	16	16
Two sources:	42	36	36
Radio and TV	13	13	11
TV and Newspaper	23	16	17
Radio and Newspaper	6	7	8
One source:	28	32	33
TV only	15	16	15
Paper only	7	5	9
Radio only	6	11	9
No news yesterday:	8	16	15
	100	100	100
	(N=3667)	(N=1817)	(N=1751)

Considering only TV outlets, the same pattern is apparent. The percentage of Americans who say they regularly watch two or more of the basic TV outlets (network, local and CNN) has declined from 62% in 1993 to 51% in 1995 to 44% in the current poll. The percentage not using any TV outlet regularly rose from 14% to 25% over this period. The only users category to increase since 1993 is the audience which watches *only* local TV news regularly.

Multiple TV News Outlets

	1993 %	1995 %	1996 %
Regular Viewers:			
All Three:			
Network, Local and CNN	23	16	13
Two TV News Sources:	39	35	31
Network and Local	30	26	23
Network and CNN	2	1	2
Local and CNN	7	8	6
One TV News Source:	24	30	31
Network only	4	4	4
Local only	17	22	23
CNN only	3	4	4
No Regular TV Source:	14	19	25
	100	100	100

While it is beyond the scope of this study to fully address the question of *why* television news is being watched less often, there are at least three dimensions to this trend. First, younger people are turning away from TV news in greater numbers than older people. Secondly, the rate of TV news audience falloff among Americans who use computers appears greater than among those who do not use a PC. Thirdly, lack of time is the top reason given for watching less television news, and it is offered much more often by young people than by older people.

A dwindling television news audience is apparent in nearly all demographic groups, but is particularly evident among younger people. Network, local and CNN regular audiences slipped the most among people under 30 years of age, followed by those 30-49 years of age. Regular viewing of all three types of news programs was off only slightly, or not at all, among people 50 years of age and older.

Trend in Regular Viewership
By Age

Network Nightly News

	March 1995 %	April 1996 %	Difference
AGE:			
18-29	36	22	-14
30-49	42	35	-7
50+	62	62	0

Local TV News

	March 1995 %	April 1996 %	Difference
AGE:			
18-29	64	51	-13
30-49	72	63	-9
50+	77	76	-1

Cable News Network (CNN)

	March 1995 %	April 1996 %	Difference
AGE:			
18-29	25	19	-6
30-49	30	24	-6
50+	32	33	+1

Declines in television viewing may be related to the increasing use of personal computers, which has grown markedly in the past year, particularly among younger people[1]. The percentage watching TV news "yesterday" fell more among people who use computers and go on-line than among people who do not. Of note, reading a newspaper "yesterday" also declined to a greater extent among these groups, but was offset by increased readership among non-computer users. Listening to radio news, which often occurs while performing some other task, did not decline among computer users.

Trend in News Consumption
Among Computer Users

Watched TV News Yesterday

	June 1995	April 1996	Difference
	%	%	
Computer User	63	56	-7
Also goes on-line	63	54	-9
Non-User	66	63	-3

Read Newspaper Yesterday

	June 1995	April 1996	Difference
	%	%	
Computer User	55	49	-6
Also goes on-line	62	48	-14
Non-User	48	51	+3

Listen To Radio Yesterday

	June 1995	April 1996	Difference
	%	%	
Computer User	49	50	+1
Also goes on-line	51	52	+1
Non-User	36	36	0

When respondents who acknowledge that they are watching less TV news are asked *why*, "lack of time" is the reason given most often by far. Younger people gave this excuse much more often than older people.

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[1] For more information on computer use, see "Technology in the American Household: Americans Going Online...Explosive Growth, Uncertain Destinations." Times Mirror Center for The People & The Press. October 16, 1995. Washington, D.C.

Reasons People Give For Watching:

Network Nightly News Less Often

	Total	18-29	30-49	50+
	%	%	%	%
No time/Too busy	48	64	50	21
Don't have TV/not readily available	15	12	18	10
Critical of coverage	14	2	14	31
No interest in it	12	9	12	15
Get the same information from other forms of media	10	5	10	15
Other	5	2	4	10
Don't know/No answer	5	12	3	4

Local TV News Less Often

	Total	18-29	30-49	50+
	%	%	%	%
No time/Too busy	50	55	55	36
Critical of coverage	15	9	15	17
No interest in it	14	12	13	17
Don't have TV/not readily available	12	13	10	14
Get the same information from other forms of media	8	2	9	13
Other	6	2	5	10
Don't know/No answer	3	8	1	1

While young people blame lack of time for less news viewing, they spend as much time as older people engaging in a variety of other media activities. Center surveys have shown that young people devote about as much time as older consumers to watching entertainment TV and reading books and magazines. They spend more time using computers, but decidedly less time following the news on TV or in the newspapers.

TIME DEVOTED TO MEDIA USE "YESTERDAY"*
By Age

	18-29	30-49	50-64	65+
	%	%	%	%
DAILY NEWS USE:				
Read Newspaper 30 Min. or More	17	33	47	57
Watch TV News 1 Hour or More	28	30	44	60
Listen to Radio News 15 Min. or More	28	37	31	34
OTHER MEDIA:				
Entertainment TV viewing 3 Hrs. or More	27	22	28	36
Read Book 15 Min. or More	27	29	29	31
Read Magazine 15 Min. or More	25	26	30	31
Use A Home PC 3+ Days A Week	54	46	41	38

* All figures are from February 1994 except for computer use which comes from June 1995.

Network TV News Credibility Slips

     In a separate survey by the Center, the public perception of the believability of two network news anchors eroded significantly, as did the believability of two news networks, compared to three years ago. Tom Brokaw, NBC News, and CBS News were the exceptions, experiencing only statistically insignificant decreases in this respect. Cable News Network (CNN), although its rating dropped, again scored highest in believability among the networks. The print media's believability ratings were flat, with no significant increases or decreases either among national or local daily newspapers.

     Respondents were asked to rate various individuals and organizations on a four-point scale, with "4," the highest ranking, meaning that "all or most" of what that person or organization says was considered believable. Dan Rather and Peter Jennings both slipped seven percentage points in this highest ranking compared to February 1993 -- to 29% for CBS's Rather and to 27% for ABC's Jennings. Brokaw's rating was 29%. CBS News' rating was statistically unchanged at 30%, while that of ABC News fell four percentage points to 30%. NBC News was rated at 28%. CNN's believability rating dropped from 41% to 34% over the same period.

	Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
CNN	34	37	14	4	1	10=100
February, 1993	41	35	10	4	2	8=100
August, 1989	33	31	11	2	8	16=100
June, 1985	20	24	7	1	10	38=100
ABC News	30	44	17	5	*	4=100
February, 1993	34	42	17	4	*	3=100
August, 1989	30	46	14	3	1	7=100
June, 1985	32	51	11	1	*	5=100
CBS News	30	42	17	6	*	5=100
February, 1993	31	44	16	5	*	4=100
August, 1989	29	45	16	4	1	5=100
June, 1985	33	51	11	1	*	4=100
NBC News	28	46	18	5	*	3=100
February, 1993	31	42	18	6	*	3=100
August, 1989	32	47	14	2	*	5=100
June, 1985	31	51	12	1	*	5=100

	Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
Dan Rather	29	39	18	8	1	5=100
February, 1993	36	40	14	6	1	3=100
August, 1989	36	40	13	6	1	4=100
June, 1985	40	41	8	2	4	5=100
Tom Brokaw	29	37	18	7	2	7=100
February, 1993	32	41	16	5	2	4=100
August, 1989	32	42	14	3	3	6=100
June, 1985	29	40	8	1	10	12=100
Peter Jennings	27	37	18	8	2	8=100
February, 1993	34	40	15	4	2	5=100
August, 1989	35	39	11	3	5	7=100
June, 1985	33	41	8	1	8	9=100
Bernard Shaw	9	22	16	10	18	25=100

The Wall Street Journal received the highest credibility evaluation of any of the print media outlets tested. Print ratings continue to lag behind those achieved by the TV networks, for the most part.

	Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
Wall Street Jn'l	28	29	13	7	3	20=100
February, 1993	30	32	14	6	2	16=100
August, 1989	30	26	9	3	6	26=100
June, 1985	25	23	6	2	1	43=100
Your daily paper	24	37	26	8	*	5=100
February, 1993	22	41	25	8	*	4=100
August, 1989	26	41	24	7	*	2=100
June, 1985	28	52	13	2	*	5=100
USA Today	20	34	20	9	3	14=100
February, 1993	20	36	21	7	1	15=100
August, 1989	21	32	18	5	6	18=100
June, 1985	13	26	13	2	4	42=100
Associated Press	14	40	22	9	3	12=100
February, 1993	16	39	23	7	3	12=100
August, 1989	21	43	18	4	6	9=100
June, 1985	21	40	11	2	2	24=100
Influential papers NYT, WP &LAT	14	36	18	10	3	19=100
June, 1985	16	34	11	3	1	35=100

On balance, C-SPAN received more positive believability ratings (43% "4 or 3") than negative ratings (21% "1 or 2") . The Christian Broadcasting Network's ratio was mixed (38% to 34%). Among talk show personalities, TV's Larry King received more negative than positive ratings (30% to 49%) and radio's Rush Limbaugh's ratings were very negative (23% to 67%).

	Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
Christian Broadcasting Network	20	18	21	13	6	22=100
C-SPAN	19	24	12	9	10	26=100
Larry King	9	21	28	21	4	17=100
Rush Limbaugh	8	15	25	42	3	7=100

Politicians are viewed as far less credible than most news media outlets or personalities, although the comparison is somewhat unfair, since by definition professional politicians have significant built-in doubters among supporters of opposition parties. Over the three-year period, President Bill Clinton's believability rating slipped four percentage points, to 14%; GOP contender Bob Dole stands at 7%; and potential candidate Ross Perot plummeted from 16% to 7%. Only non-candidate Colin Powell rose in these ratings, from 24% to 28%, at which position he rivals the network anchors in believability.

	Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
Bill Clinton	14	31	25	28	*	2=100
February, 1993	18	35	25	19	*	3=100
Colin Powell	28	36	19	9	2	6=100
February, 1993	24	31	18	6	13	8=100
Robert Dole	7	25	35	26	2	5=100
Ross Perot	7	22	34	34	*	3=100
February, 1993	16	32	30	20	*	2=100
Newt Gingrich	4	16	30	41	2	7=100

Demographically, the decrease in *believability* of television and its anchors has occurred primarily among older Americans, both in the 30 to 49 year old group and the 50 and older group. This is in considerable contrast to the Center's finding, reported above, that the decrease in television *viewing* has occurred primarily among younger adults, 18 to 29 years old.

News Media Better Liked Than Congress, Business and Political Parties

The public has not changed its view, by and large, on how much they like the media compared to other social institutions and organizations. While they may believe in the news media less these days, network television news, local television news, and daily newspapers all received very or mostly *favorable* ratings of 79% or better. Local television news stood the highest in this respect, at 84%. Also noteworthy is that the abrupt rise in unfavorable ratings of network TV news in 1995 and 1994 has disappeared.

In contrast, Congress gets a favorability rating of only 45% (mostly and very favorable combined), down 9 percentage points since February 1995. Most continue to regard Bill Clinton favorably (at 57%). Hillary Clinton's ratings (at 49%) have revived somewhat while Dole's have slipped somewhat (to 48%) since this past February.

Among organizations, labor unions are looked upon less favorably than in the recent past -- 47% very and mostly favorable, down from 57% two years ago and similar to the 1985 ratings. By way of comparison, recent favorability ratings of other organizations include: business corporations, 59%; the military, 82%; the United Nations, 65%; the Republican Party, 52%; the Democratic Party, 49%; and the American court system, 35%.

Who Reads, Watches, Listens

News consumption habits show some clear demographic patterns, the Center's survey found. Network TV news and local TV news are watched regularly more by older viewers, for example. Older persons also read newspapers regularly to a greater extent, although high newspaper readership is correlated with high education, as well as age. At the entertainment end of the spectrum, regular viewers of TV tabloid programs[2], "Tell-all" daytime TV shows[3], Court TV, and MTV are disproportionately black rather than white, and less well educated. Religious radio shows also attract proportionately more blacks and the less educated as regular listeners compared to the regular audiences of NPR, Rush Limbaugh and other talk radio programs.

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[2]   TV tabloid programs refer to "shows such as A Current Affair, Hard Copy or Inside Edition."

[3]   "Tell-all" daytime TV shows refer to "the daytime talk shows Ricky Lake, Jerry Springer, or Jenny Jones."

Finally, working mothers are less likely to be regular watchers of network news programs (33%) than average but are at the national norm in their viewership of local news and CNN and in their readership of news magazines. Single parents are more likely to regularly view MTV than the average American and are less likely to watch the nightly network news. They are also heavy viewers of Tell-all talk and tabloid TV shows.

Other demographics in audience profile:

✦ Nightly network news shows are viewed regularly by 64% of people 65 years old or older compared to only 22% among under 30's. Democrats are more likely than Republicans to tune in (47% vs. 39%), as are non-computer users more than users (50% vs. 35%).

✦ Local TV news programs are also viewed regularly more by older persons, but the disproportion is significantly less than for network news. Women watch local TV news more than men, Democrats more than Republicans, and non-users of computers more than users (71% vs. 60%).

✦ CNN is watched regularly more by men than women, as well as older persons and better educated persons.

✦ C-SPAN is seen regularly by twice as many men as women. Less well-educated persons and those who do not use computers most often say they never watch the channel.

✦ TV news magazines are seen regularly by significantly more women than men and much more by older than younger viewers (50% of 50 year olds and older vs. 19% of 29 year olds and younger).

✦ Tabloid TV shows are regularly viewed more by women than men (22% vs. 16%) and blacks twice as often as whites (34% vs. 17%).

✦ Tell-all TV shows are viewed by younger persons, women more often than men, and blacks four times more often than whites (32% vs. 7%).

✦ Daily newspapers were read "yesterday" far more often by older Americans (70% 65 years old and older vs. 29% under 30), whites more than blacks (52% vs. 37%), and the better educated (64% of college graduates vs. 35% of those with less than a high school degree).

✦ NPR is listened to more often by college graduates (22%) and online users (20%) than average (13%).

✦ Religious radio is heard more often by older Americans (17%), blacks (25%) and Southerners (17%) than average (11%).

The Politics of News Media Audiences

In this survey of news interest and usage, the Center also sought to construct a political and social profile of respondents based on their attitudes toward government and its role in society, their political preferences and political knowledge, and their social tolerance.

The broad conclusion is that not much *political* difference exists among audiences of the mainstream media -- daily newspapers, network and local television news, and CNN. However, CNN and C-SPAN viewers were considerably more knowledgeable about political affairs than average Americans (by 13 percentage points and 18 percentage points, respectively), as were readers of news magazines (by 9 percentage points). Viewers of television news magazines were distinguished only by the high approval rating they give President Clinton.

Significant differences did appear in the *values* of different television, radio and print audiences. National Public Radio listeners, for example, have distinctly liberal values, and business magazine readers have more conservative values. But they are relatively middle-of-the-road when compared to consumers of speciality media.

Other features of speciality TV audiences:

✦ MTV viewers are *least* critical of the federal government.

✦ Tell-all TV talk show audiences are most accepting of homosexuality.

✦ Clinton gets his highest approval rating from viewers of TV magazine shows and readers of tabloid newspapers.

✦ Rush Limbaugh has many more Republicans and nearly twice as many conservatives in his audience than business magazines.

✦ Tabloid television (like Current Affair) and Tell-all TV audiences contain considerably more Democrats than Republicans or Independents.

✦ Tabloid newspaper (like National Enquirer) readers and tabloid TV viewers are more pro-social welfare than average and are among the least politically informed of all audiences.

✦ Tell-all TV viewers are by far the least informed on strictly political questions (19% knew Rep. Newt Gingrich is Speaker of the House vs. 50% of the public), but were just as informed as the general public about the current minimum wage.

Little Partisan Bias

A majority of the public (53%) see no partisan bias in the way the press is covering the presidential election campaign. Of those who perceive bias, about as many think the press is biased in favor of the Republicans (14%) as believe it tilts toward the Democrats (22%). A Times Mirror survey in August 1988 found 58% seeing no news media bias, while 22% saw a Democratic bias and 7% a Republican one.

In the current poll, there were more Republicans who saw a Democratic bias (40%) in the media, than Democrats who observed a Republican bias (20%).

Campaign News

Americans continue to rely overwhelmingly on television for news about presidential election campaigns. Asked how they get "most" of such news (with two answers permitted), 81% said television, 48% said newspapers, and 21% radio. Four years ago, in May 1992, the responses were quite similar: 86% television, 51% newspapers, 17% radio. While specialized on-line sources geared toward political news have burgeoned in recent months, only 2% said they are getting most of their campaign news from on-line sources.

Women are more likely than men to get news about the campaign from television, as are Democrats more than Republicans and Independents, and lower income more than higher income respondents. Men prefer newspapers more than women in this respect, as do college graduates more than those with a high school education or less. College graduates are more likely to use on-line sources (6%) than any other demographic group for campaign news. Radio is favored by young people more than older ones; and by nearly one-third of Evangelical Republicans.

Of those who name television as their primary source of campaign news, a plurality (48%) say most of that news comes from network TV, about four-in-ten name local TV, and 28% name CNN. Perhaps reflecting the falloff in network news viewership among young people, those under 30 are much less likely than those over 50 to say they get most of their campaign news from network TV (37% vs. 58%, respectively). Whites are more likely to rely on network TV (50% vs. 40% of non-whites), while non-whites use local TV at a higher rate (48% vs. 41% of whites) in this respect. College graduates and those in the highest income bracket are among the most likely to be getting most of their TV campaign news from CNN (37% and 36%, respectively vs. 28% of the general public).

The survey also asked about use of some specialized media for campaign news. Nearly one-in-five respondents (18%) say they learn about the presidential campaign or the candidates regularly or sometimes from religious radio shows such as "Focus on the Family" and from the Christian Broadcasting Network. About two-thirds of the public say they *never* learn about the campaign from these outlets. More than a third (37%) cited talk radio shows and 13% cited MTV.

Fully 25% of Americans said they learn something about the campaign from late night TV shows such as David Letterman and Jay Leno; 6% said they do so regularly and 19% said sometimes. Young people "learn" from late night TV at a much higher rate than older people. Some 40% of those under 30 years old say they regularly or sometimes learn about the campaign from this source, twice as many as those over 50.

Alternative Sources of Campaign News
(% often or sometimes)

	Total	-----Age-----			-----Party ID-----		
		18-29	30-49	50+	Repub.	Democ.	Indep.
	%	%	%	%	%	%	%
Learn about the campaign from...							
Religious radio shows	18	11	18	22	23	19	13
Christian Broadcast Network	18	12	16	25	23	18	15
Talk radio	37	38	39	34	**45**	34	35
MTV	12	20	8	14	11	16	11
Late Night TV	26	**40**	23	20	24	27	28

Crime News Tops Interest

Crime, the local community and health are the subjects that most interest the American public. Culture and the arts, news about famous people, and business and financial news are the least interesting of 14 subjects tested in the current survey.

People under the age of 30, and even those under 50, are *less* interested than those over 50 years of age in the kinds of stories that dominate the front page and the "top" of the news broadcasts. News about politics, international affairs and even local government holds less interest for younger news consumers, as shown in the table below.

News Interests by Age

	Total	18-29	30-49	50+
	%	%	%	%
1. Crime	41	43	39	44
2. People/events in your community	35	28	36	39
3. Health	34	27	29	45
4. Sports	26	30	24	24
5. Local government	24	14	22	32
6. Science & technology	20	19	20	19
7. Religion	17	12	13	26
8. Political news	16	10	13	22
9. International affairs	15	10	11	24
10. Entertainment	15	24	13	12
11. Consumer news	14	12	12	18
12. Business & finance	13	10	13	15
13. Famous people	13	16	10	15
14. Culture/the arts	10	9	9	11

The Center's survey also sought to construct a profile of the generic news interests of the *regular* audiences of the various media outlets. Such audiences were almost always more interested in certain topics, whether crime, local government or health, than the general public which included those who consume the news only sometimes, hardly ever and never. Nonetheless, certain themes emerged that shed light on the nature of audiences.

Audiences of all outlets were very interested in crime, but none more so than MTV, Tabloid TV and Tell-all TV show viewers. Fully 62%, 60% and 59% of their regular viewers, respectively, said they followed "very closely" news about crime. Somewhat surprisingly, viewers of network television news followed crime news marginally more closely than viewers of local television news, despite the greater diet of such news on local outlets. Least interested in crime news were listeners of NPR and religious radio shows and readers of news and business magazines (all 43% of their regular audiences). In comparison, 41% of the general public said they followed crime news very closely.

At the other end of the spectrum, interest in news about art and culture was highest among regular listeners to NPR and viewers of C-SPAN; 20% of their regular audiences said they followed such stories very closely. Viewers of Tabloid TV and Tell-all talk shows, as well as Limbaugh's listeners, are least interested (8%, 9% and 9%, respectively), even below that of the general public (10%).

Rush Limbaugh's listeners showed high levels of interest in politics, both local and national, while viewers of daytime Tell-all TV showed very little interest in political news. The daytime audience showed higher than average levels of interest in news about entertainment and famous people.

One surprising finding was that international news was followed very closely by more network news viewers than newspaper readers (26% vs. 18%), and viewers of C-SPAN and CNN were even larger consumers of foreign news (37% and 30%, respectively).

The gender gap so prevalent in politics today is also apparent in news interest. Men express much higher levels of interest in sports, science and technology, politics, international affairs and business. Women show more interest in news about their communities, health, and culture and the arts.

Shared Audiences
While most outlets have distinctive appeals, there is also considerable overlapping of audiences, particularly when the outlets emphasize similar types of stories. For example, of regular network news viewers, 86% also watch local news, 55% also watch TV news magazines, and 82% also read daily newspapers. At the same time, there are striking cases of outlets in which there is virtually no overlapping of audiences. Of those same regular network news viewers, merely 5% also read print tabloids regularly, 6% read business magazines, 7% watch MTV, 7% listen to Limbaugh, and 9% watch C-SPAN.

From another perspective, the biggest consumers of CNN are C-SPAN viewers and vice versa. A high proportion of readers of business magazines also watch CNN regularly. C-SPAN viewers are about the highest consumers of all kinds of serious media. NPR listeners are about the lowest consumers of daytime Tell-all TV, MTV, and tabloids (both TV and print). Viewers of the Tell-all TV shows favor MTV and the TV tabloid shows while being among the lowest consumers of serious news outlets such as C-SPAN, NPR and business magazines.

Unabomber and Child Pilot Crash Top Stories

Two major news stories drew large audiences in April: the FBI's arrest of the Unabomber suspect and the fatal plane crash of 7-year-old Jessica Dubroff while attempting to become the youngest pilot to fly across the country. Both stories were followed "very closely" by 44% of the public. Men were somewhat more interested in the Unabomber than women, while women were considerably more absorbed by the air tragedy.

Another air crash, which took the lives of Commerce Secretary Ron Brown and 32 other Americans in the Balkans, was followed very closely by 34%. Blacks were twice as interested as whites in the story (62% vs. 31%).

The public remained interested in news about Republican presidential candidates, with 23% following such stories very closely, down only insignificantly from a month earlier. Clinton's veto of a bill banning so-called partial birth abortions was also followed very closely by 23%. The military conflict between Israel and Muslims in Lebanon attracted 21%, the situation in Bosnia 20%, and Congressional passage of a new law dealing with domestic terrorism 15%.

PERCENT FOLLOWING EACH
NEWS STORY "VERY CLOSELY"

	Arrest Of Unabomber Suspect	7-year old Girl's Plane Crash	Secretary Brown's Plane Crash	News About Republican Candidates	(N)
Total	44	44	34	23	1751
Sex					
Male	46	38	32	25	796
Female	43	50	36	21	955
Race					
White	44	43	31	22	1438
*Hispanic	45	46	33	18	103
Black	49	55	62	28	165
Age					
Under 30	37	37	23	13	405
30-49	42	40	30	22	757
50+	51	53	47	31	568
Education					
College Grad.	48	36	38	30	483
Some College	42	40	32	25	467
High School Grad	42	46	31	18	606
< H. S. Grad.	48	54	40	23	191
Region					
East	45	42	38	23	314
Midwest	41	44	30	20	462
South	46	49	37	24	640
West	45	38	32	24	335
Party ID					
Republican	45	41	30	31	538
Democrat	46	48	45	20	553
Independent	42	43	29	19	585

Question: *Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.*

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

CONTINUED...

PERCENT FOLLOWING EACH
NEWS STORY "VERY CLOSELY"

	Clinton's Veto of Bill Banning Partial Birth Abortions	Military Conflict In Lebanon	Situation In Bosnia	Passage Of New Domestic Terrorism Law	(N)
Total	23	21	20	15	1751
Sex					
Male	20	26	23	17	796
Female	25	16	16	14	955
Race					
White	23	20	19	15	1438
*Hispanic	29	24	25	14	103
Black	23	23	27	20	165
Age					
Under 30	16	14	15	8	405
30-49	20	18	18	12	757
50+	30	29	25	24	568
Education					
College Grad.	29	24	19	14	483
Some College	22	18	20	15	467
High School Grad	19	19	18	14	606
< H. S. Grad.	24	25	25	21	191
Region					
East	23	25	20	19	314
Midwest	20	18	20	13	462
South	25	21	21	16	640
West	22	20	18	14	335
Party ID					
Republican	26	24	20	15	538
Democrat	20	20	23	18	553
Independent	22	20	18	14	585

Question: *Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.*

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

TABLES

TRENDS IN MEDIA USE
1995 vs. 1996

	Percent Who Watched Television News Yesterday			Percent Who Read a Newspaper Yesterday			
	March 1995 %	April 1996 %	Change %	March 1995 %	April 1996 %	Change %	April 1996 'N'
TOTAL	61	59	-2	45	50	+5	(1751)
SEX							
Male	62	56	-6	47	54	+7	(796)
Female	61	61	0	43	46	+3	(955)
RACE							
White	61	58	-3	47	52	+5	(1438)
Non-White	64	64	0	34	38	+4	(302)
Black	63	65	+2	33	37	+4	(165)
AGE							
Under 30	50	44	-6	28	29	+1	(405)
30-49	58	53	-5	45	49	+4	(757)
50-64	69	74	+5	55	58	+3	(316)
65+	75	76	+1	55	70	+15	(252)
EDUCATION							
College Grad.+	64	59	-5	62	64	+2	(483)
Some College	64	59	-5	47	54	+7	(467)
High School Grad.	60	58	-2	42	46	+4	(606)
< High School Grad.	58	62	+4	26	35	+9	(191)
INCOME							
$75,000+	63	59	-4	60	65	+5	(221)
$50,000-$74,999	60	55	-5	54	51	-3	(243)
$30,000-$49,999	63	56	-7	48	53	+5	(454)
$20,000-$29,999	62	64	+2	44	50	+6	(283)
<$20,000	60	60	0	35	38	+3	(385)
REGION							
East	60	59	-1	50	54	+4	(314)
Midwest	65	56	-9	45	46	+1	(462)
South	62	61	-1	42	46	+4	(640)
West	57	59	+2	44	55	+11	(335)
COMMUNITY SIZE							
Large City	63	61	-2	40	50	+10	(369)
Suburb	61	60	-1	46	55	+9	(409)
Small City/Town	60	58	-2	45	49	+4	(601)
Rural Area	63	58	-5	47	45	-2	(352)

QUESTION: Did you watch the news or a news program on television yesterday, or not?
Did you get a chance to read a daily newspaper yesterday, or not?

	Percent Who Watched Television News Yesterday			Percent Who Read a Newspaper Yesterday			
	March 1995	April 1996	Change	March 1995	April 1996	Change	April 1996 'N'
	%	%	%	%	%	%	
TOTAL	61	59	-2	45	50	+5	(1751)
PARTY ID							
Republican	59	56	-3	46	53	+7	(538)
Democrat	69	66	-3	44	52	+8	(553)
Independent	58	55	-3	44	45	+1	(585)
PRESIDENTIAL APPROVAL							
Approve	65	61	-4	45	52	+7	(931)
Disapprove	59	56	-3	47	49	+2	(691)
No Opinion	55	56	+1	37	41	+4	(129)
GOP CONGRESS APPROVAL							
Approve	63	55	-8	48	51	+3	(695)
Disapprove	63	65	+2	46	52	+6	(820)
No Opinion	53	50	-3	34	38	+4	(236)
LISTENS TO TALK RADIO							
Regularly	66	63	-3	50	58	+8	(227)
Sometimes	62	56	-6	45	52	+7	(404)
Rarely/Never	60	59	-1	44	47	+3	(1119)
MEDIA CONSUMPTION							
Newspaper Regularly	67	64	-3	61	66	+5	(1273)
TV News Regularly	70	68	-2	48	52	+4	(1432)
Radio News Regularly	64	62	-2	47	54	+7	(923)
Newspaper/TV Regularly	73	70	-3	62	66	+4	(1110)
TV News Only	60	58	-2	5	10	+5	(332)
Newspaper Only	25	24	-1	54	62	+8	(173)
CABLE TV							
Subscriber	60	61	+1	49	52	+3	(1217)
Non-Subscriber	63	54	-9	37	44	+7	(534)
LIFE CYCLE							
Under 30:							
Married	55	47	-8	34	26	-8	(121)
Not Married	47	44	-3	25	30	+5	(282)
30-49:							
Married	60	55	-5	46	51	+5	(492)
Not Married	55	50	-5	44	45	+1	(264)
50-64:							
Married	72	71	-1	60	60	0	(203)
Not Married	65	80	+15	45	54	+9	(110)
65+:							
Married	77	73	-4	61	80	+19	(114)
Not Married	73	79	+6	49	61	+12	(137)

TRENDS IN MEDIA USE
1995 vs. 1996

	Percent Who Watch Network News Regularly			*Percent Who Watch Local News Regularly*		
	March 1995	April 1996	Change	March 1995	April 1996	Change
	%	%	%	%	%	%
TOTAL	47	42	-5	72	65	-7
SEX						
Male	47	41	-6	69	62	-7
Female	48	42	-6	75	68	-7
RACE						
White	48	42	-6	73	65	-8
Non-White	44	40	-4	68	61	-7
Black	47	42	-5	70	64	-6
AGE						
Under 30	36	22	-14	64	51	-13
30-49	42	35	-7	72	63	-9
50-64	55	60	+5	77	74	-3
65+	70	64	-6	77	78	+1
EDUCATION						
College Grad.+	45	43	-2	67	63	-4
Some College	51	37	-14	74	62	-12
High School Grad.	44	40	-4	74	68	-6
< High School Grad.	52	48	-4	72	63	-9
INCOME						
$75,000+	49	44	-5	74	63	-11
$50,000-$74,999	44	39	-5	73	63	-10
$30,000-$49,999	44	41	-3	72	66	-6
$20,000-$29,999	51	45	-6	70	68	-2
<$20,000	48	41	-7	74	63	-11
REGION						
East	48	44	-4	66	64	-2
Midwest	49	39	-10	76	65	-11
South	51	43	-8	75	67	-8
West	38	39	+1	67	63	-4
COMMUNITY SIZE						
Large City	46	39	-7	70	67	-3
Suburb	47	39	-8	75	62	-13
Small City/Town	46	42	-4	70	64	-6
Rural Area	50	45	-5	75	66	-9

QUESTION: 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 ... (the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live; the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11).

	Percent Who Watch Network News Regularly			**Percent Who Watch Local News Regularly**		
	March 1995	April 1996	Change	March 1995	April 1996	Change
	%	%	%	%	%	%
TOTAL	47	42	-5	72	65	-7
PARTY ID						
Republican	48	39	-9	72	62	-10
Democrat	51	47	-4	77	70	-7
Independent	44	38	-6	68	63	-5
PRESIDENTIAL APPROVAL						
Approve	51	44	-7	73	68	-5
Disapprove	46	39	-7	72	61	-11
No Opinion	40	35	-5	65	57	-8
GOP CONGRESS APPROVAL						
Approve	48	39	-9	74	63	-11
Disapprove	52	47	-5	75	71	-4
No Opinion	36	30	-6	61	50	-11
LISTENS TO TALK RADIO						
Regularly	50	41	-9	69	68	-1
Sometimes	56	45	-11	76	68	-8
Rarely/Never	44	40	-4	71	63	-8
MEDIA CONSUMPTION						
Newspaper Regularly	54	47	-7	77	71	-6
TV News Regularly	55	49	-6	81	74	-7
Radio News Regularly	50	44	-6	74	67	-7
Newspaper/TV Regularly	59	53	-6	83	78	-5
TV News Only	44	36	-8	76	64	-12
Newspaper Only	15	11	-4	34	30	-4
CABLE TV						
Subscriber	47	42	-5	73	66	-7
Non-Subscriber	48	41	-7	70	61	-9
LIFE CYCLE						
Under 30:						
Married	44	16	-28	67	54	-13
Not Married	32	24	-8	64	50	-14
30-49:						
Married	44	38	-6	75	66	-9
Not Married	36	28	-8	65	56	-9
50-64:						
Married	55	63	+8	78	76	-2
Not Married	54	56	+2	75	74	-1
65+:						
Married	75	64	-11	81	73	-8
Not Married	64	64	0	73	81	+8

TRENDS IN MEDIA USE
1995 vs. 1996

	Percent Who Watch Cable News Network (CNN) Regularly			*Percent Who Listened To Radio News Yesterday*		
	March 1995	April 1996	Change	March 1995	April 1996	Change
	%	%	%	%	%	%
TOTAL	30	26	-4	47	44	-3
SEX						
Male	32	30	-2	50	48	-2
Female	27	22	-5	44	41	-3
RACE						
White	29	25	-4	49	46	-3
Non-White	33	28	-5	36	32	-4
Black	31	26	-5	35	31	-4
AGE						
Under 30	25	19	-6	44	39	-5
30-49	30	24	-6	55	53	-2
50-64	33	33	0	42	39	-3
65+	31	32	+1	36	35	-1
EDUCATION						
College Grad.+	32	32	0	60	60	0
Some College	38	28	-10	52	47	-5
High School Grad.	25	24	-1	43	41	-2
< High School Grad.	26	20	-6	31	29	-2
INCOME						
$75,000+	38	37	-1	58	58	0
$50,000-$74,999	27	29	+2	61	55	-6
$30,000-$49,999	33	26	-7	51	46	-5
$20,000-$29,999	32	28	-4	42	44	+2
<$20,000	24	19	-5	39	32	-7
REGION						
East	24	27	+3	52	49	-3
Midwest	29	22	-7	52	44	-8
South	35	29	-6	41	42	+1
West	27	24	-3	45	43	-2
COMMUNITY SIZE						
Large City	29	20	-9	43	35	-8
Suburb	34	29	-5	51	49	-2
Small City/Town	32	28	-4	45	43	-2
Rural Area	22	25	+3	48	49	+1

QUESTION: 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 ... (Cable News Network [CNN]).
About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?

	Percent Who Watch Cable News Network (CNN) Regularly			Percent Who Listened To Radio News Yesterday		
	March 1995	April 1996	Change	March 1995	April 1996	Change
	%	%	%	%	%	%
TOTAL	30	26	-4	47	44	-3
PARTY ID						
Republican	34	28	-6	50	50	0
Democrat	33	24	-9	42	39	-3
Independent	23	25	+2	48	46	-2
PRESIDENTIAL APPROVAL						
Approve	31	27	-4	44	43	-1
Disapprove	29	26	-3	50	49	-1
No Opinion	26	18	-8	46	26	-20
GOP CONGRESS APPROVAL						
Approve	33	26	-7	51	49	-2
Disapprove	30	29	-1	46	43	-3
No Opinion	21	16	-5	39	32	-7
LISTENS TO TALK RADIO						
Regularly	33	28	-5	71	71	0
Sometimes	35	30	-5	56	52	-4
Rarely/Never	27	24	-3	40	36	-4
MEDIA CONSUMPTION						
Newspaper Regularly	34	30	-4	50	46	-4
TV News Regularly	34	30	-4	47	44	-3
Radio News Regularly	31	28	-3	70	69	-1
Newspaper/TV Regularly	37	34	-3	48	46	-2
TV News Only	25	20	-5	43	41	-2
Newspaper Only	10	6	-4	56	47	-9
CABLE TV						
Subscriber	40	34	-6	47	44	-3
Non-Subscriber	9	8	-1	46	44	-2
LIFE CYCLE						
Under 30:						
Married	19	19	0	49	44	-5
Not Married	28	19	-9	42	37	-5
30-49:						
Married	32	25	-7	58	54	-4
Not Married	28	22	-6	50	51	-1
50-64:						
Married	39	38	-1	45	40	-5
Not Married	22	25	+3	38	36	-2
65+:						
Married	34	36	+2	38	38	0
Not Married	28	29	+1	33	32	-1

MEDIA USE "YESTERDAY"

	Read a Newspaper Yesterday				*Watched TV News Yesterday*		
	Yes	No	DK		Yes	No	DK
	%	%	%		%	%	%
TOTAL	50	50	*=100		59	40	1=100
SEX							
Male	54	46	*=100		56	43	1=100
Female	46	54	*=100		61	38	1=100
AGE							
18-29	29	71	*=100		44	55	1=100
30-49	49	51	*=100		53	46	1=100
50-64	58	41	1=100		74	26	*=100
65+	70	30	*=100		76	23	1=100
AGE/SEX							
Men Under 30	33	67	0=100		45	54	1=100
Women Under 30	24	75	1=100		44	55	1=100
Men 30-49	55	45	*=100		49	50	1=100
Women 30-49	43	56	1=100		57	42	1=100
Men 50+	68	31	1=100		76	24	*=100
Women 50+	60	40	*=100		75	24	1=100
RACE							
White	52	48	*=100		58	41	1=100
Non-White	38	62	0=100		64	35	1=100
Black	37	63	0=100		65	34	1=100
Other	43	57	0=100		59	41	0=100
EDUCATION							
College Grad.+	64	35	1=100		59	41	*=100
Some College	54	46	*=100		59	41	*=100
High School Grad.	46	53	1=100		58	41	1=100
< High School Grad.	35	65	0=100		62	38	*=100
INCOME							
$75,000+	65	35	*=100		59	40	1=100
$50,000-$74,999	51	49	0=100		55	44	1=100
$30,000-$49,999	53	47	*=100		56	43	1=100
$20,000-$29,999	50	49	1=100		64	36	0=100
<$20,000	38	61	1=100		60	40	*=100

QUESTION: Did you get a chance to read a daily newspaper yesterday, or not?
Did you watch the news or a news program on television yesterday, or not?

	Read a Newspaper Yesterday			Watched TV News Yesterday		
	Yes	No	DK	Yes	No	DK
	%	%	%	%	%	%
TOTAL	50	50	*=100	59	40	1=100
REGION						
East	54	45	1=100	59	40	1=100
Midwest	46	54	*=100	56	43	1=100
South	46	53	1=100	61	39	*=100
West	55	44	1=100	59	40	1=100
PARTY ID						
Republican	53	47	*=100	56	43	1=100
Democrat	52	47	1=100	66	34	*=100
Independent	45	55	*=100	55	44	1=100
CABLE TV						
Subscriber	52	47	1=100	61	38	1=100
Non-Subscriber	44	56	*=100	54	45	1=100
COMPUTER USER						
Computer User	49	50	1=100	56	43	1=100
On-Line User	48	51	1=100	54	46	*=100
Non Computer User	51	49	*=100	63	37	*=100
LIFE CYCLE						
Under 30:						
Married/Single w/out Children	31	68	1=100	40	59	1=100
Married With Children	22	78	0=100	44	53	3=100
30-49:						
Married	51	49	*=100	55	44	1=100
Not Married	45	54	1=100	50	49	1=100
50-64:						
Married	60	39	1=100	71	29	*=100
Not Married	54	45	1=100	80	20	*=100
65+:						
Married	80	19	1=100	73	27	0=100
Not Married	61	39	0=100	79	20	1=100
Working Mothers	43	57	0=100	56	44	0=100
Single Parent	37	63	0=100	55	45	0=100

WHO READS, WATCHES, LISTENS

VIEWERSHIP OF SELECTED PROGRAMS

	National Nightly Network News					*Local News In Viewing Area*					
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK	'N'
	%	%	%	%	%	%	%	%	%	%	
TOTAL	42	29	15	14	*=100	65	23	7	5	*=100	(1751)
SEX											
Male	41	27	16	16	*=100	62	22	9	7	*=100	(796)
Female	42	32	13	13	*=100	68	23	5	4	*=100	(955)
AGE											
18-29	22	39	21	18	*=100	51	33	8	8	0=100	(405)
30-49	35	34	16	15	*=100	63	23	8	6	*=100	(757)
50-64	60	19	10	11	0=100	74	16	5	5	0=100	(316)
65+	64	17	8	10	1=100	78	15	3	3	1=100	(252)
AGE/SEX											
Men Under 30	23	37	24	16	0=100	48	36	8	8	0=100	(205)
Women Under 30	20	42	17	20	1=100	53	30	9	8	0=100	(200)
Men 30-49	34	30	17	19	*=100	58	23	11	8	*=100	(362)
Women 30-49	35	39	14	12	0=100	67	24	5	4	0=100	(395)
Men 50+	64	15	10	11	*=100	75	12	7	6	*=100	(222)
Women 50+	60	20	9	10	1=100	76	18	2	3	1=100	(346)
RACE											
White	42	29	15	14	*=100	66	22	7	5	*=100	(1438)
Non-White	40	35	12	13	*=100	61	26	6	7	0=100	(302)
Black	42	34	11	13	*=100	64	24	5	7	0=100	(165)
Other	34	37	15	14	0=100	52	33	9	6	0=100	(123)
EDUCATION											
College Grad.+	43	28	16	13	0=100	63	23	9	5	0=100	(483)
Some College	37	33	15	14	1=100	62	26	7	4	1=100	(467)
High School Grad.	40	31	14	15	*=100	68	21	6	5	0=100	(606)
< High School Grad.	47	24	15	14	0=100	62	22	6	9	1=100	(191)
INCOME											
$75,000+	44	28	14	14	0=100	63	26	8	3	0=100	(221)
$50,000-$74,999	39	31	18	12	0=100	63	23	8	6	0=100	(243)
$30,000-$49,999	41	31	15	13	*=100	66	22	6	6	0=100	(454)
$20,000-$29,999	45	29	14	12	0=100	68	23	6	3	0=100	(283)
<$20,000	41	26	16	17	*=100	63	23	7	6	1=100	(385)

QUESTION: 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 ... (the national nightly network news on CBS, ABC or NBC? This is different from the local news shows about the area where you live; the local news in you viewing area? This usually comes on before the national news and then later at night at 10 or 11).

	National Nightly Network News					Local News In Viewing Area					
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	'N'
TOTAL	42	29	15	14	*=100	65	23	7	5	*=100	(1751)
REGION											
East	44	29	14	13	0=100	63	25	7	5	*=100	(314)
Midwest	39	33	17	11	*=100	65	23	7	5	0=100	(462)
South	43	28	14	15	*=100	67	21	6	5	1=100	(640)
West	39	29	15	17	*=100	63	23	7	7	0=100	(335)
PARTY ID											
Republican	39	31	15	15	*=100	62	25	6	6	1=100	(538)
Democrat	47	28	13	12	*=100	70	19	7	4	0=100	(553)
Independent	38	30	16	16	0=100	63	24	6	7	0=100	(585)
CABLE TV											
Subscriber	42	30	15	13	*=100	66	22	7	5	*=100	(1217)
Non-Subscriber	41	29	14	16	*=100	61	24	7	8	*=100	(534)
COMPUTER USER											
Computer User	35	33	17	15	*=100	60	27	8	5	*=100	(1094)
On-Line User	36	35	14	15	*=100	56	29	9	6	*=100	(392)
Non Computer User	50	25	12	13	*=100	71	18	5	6	*=100	(657)
LIFE CYCLE											
Under 30:											
Married/Single w/out Children	23	40	18	18	1=100	44	36	10	10	0=100	(243)
Married With Children	15	42	27	16	0=100	57	32	5	6	0=100	(70)
30-49:											
Married	38	33	15	14	0=100	66	23	6	5	*=100	(492)
Not Married	28	36	17	19	*=100	56	25	11	8	0=100	(264)
50-64:											
Married	63	17	9	11	0=100	76	14	5	5	0=100	(203)
Not Married	56	23	11	10	0=100	74	19	4	3	0=100	(110)
65+:											
Married	64	20	8	7	1=100	73	18	5	3	1=100	(114)
Not Married	64	14	9	12	1=100	81	12	2	4	1=100	(137)
Working Mothers	33	43	14	10	0=100	66	26	6	2	0=100	(159)
Single Parent	25	43	16	16	*=100	61	27	9	3	0=100	(132)

VIEWERSHIP OF SELECTED PROGRAMS

	Cable News Network (CNN)						*C-SPAN*				
	Regularly	Sometimes	Hardly Ever	Never	DK		Regularly	Sometimes	Hardly Ever	Never	DK
	%	%	%	%	%		%	%	%	%	%
TOTAL	26	33	14	27	*=100		6	21	18	53	2=100
SEX											
Male	30	33	14	23	0=100		8	23	20	47	2=100
Female	22	33	15	30	*=100		4	20	15	59	2=100
AGE											
18-29	19	37	16	28	*=100		4	20	22	54	*=100
30-49	24	35	15	26	0=100		6	22	19	52	1=100
50-64	33	28	13	26	0=100		7	24	14	53	2=100
65+	32	28	10	29	1=100		6	20	12	57	5=100
AGE/SEX											
Men Under 30	23	41	15	21	0=100		6	23	24	47	0=100
Women Under 30	14	32	18	36	*=100		2	17	20	61	*=100
Men 30-49	26	36	14	24	0=100		8	23	21	46	2=100
Women 30-49	22	35	15	28	0=100		4	21	17	57	1=100
Men 50+	41	25	11	23	0=100		9	24	17	48	2=100
Women 50+	26	30	12	31	1=100		5	20	10	60	5=100
RACE											
White	25	34	14	27	*=100		5	21	18	54	2=100
Non-White	28	30	14	28	0=100		7	21	17	52	3=100
Black	26	32	15	27	0=100		7	21	16	52	4=100
Other	30	28	10	32	0=100		6	21	20	52	1=100
EDUCATION											
College Grad.+	32	36	10	22	0=100		9	26	22	43	*=100
Some College	29	33	13	25	*=100		6	26	20	47	1=100
High School Grad.	24	33	16	27	*=100		4	20	17	56	3=100
< High School Grad.	21	29	15	35	0=100		4	12	11	69	4=100
INCOME											
$75,000+	37	39	11	13	*=100		11	30	24	34	1=100
$50,000-$74,999	29	34	15	22	0=100		6	25	21	47	1=100
$30,000-$49,999	26	31	15	28	0=100		4	23	20	52	1=100
$20,000-$29,999	28	32	16	24	0=100		6	19	17	57	1=100
<$20,000	19	29	14	38	*=100		5	14	13	64	4=100

QUESTION: 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 ... (Cable News Network; C-SPAN).

	Cable News Network (CNN)					C-SPAN				
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	26	33	14	27	*=100	6	21	18	53	2=100
REGION										
East	27	34	11	28	*=100	6	27	14	50	3=100
Midwest	22	29	16	33	0=100	5	17	16	61	1=100
South	29	36	13	22	*=100	6	22	20	50	2=100
West	24	30	18	27	1=100	6	19	19	53	3=100
PARTY ID										
Republican	28	33	14	24	1=100	6	22	19	50	3=100
Democrat	24	33	16	27	0=100	4	21	17	56	2=100
Independent	25	34	13	28	0=100	6	21	18	53	2=100
CABLE TV										
Subscriber	34	40	15	11	*=100	7	27	20	44	2=100
Non-Subscriber	9	16	12	63	0=100	2	10	12	74	2=100
COMPUTER USER										
Computer User	26	37	14	23	*=100	6	24	22	47	1=100
On-Line User	29	38	13	20	0=100	8	27	24	40	1=100
Non Computer User	26	27	14	33	*=100	5	17	12	62	4=100
LIFE CYCLE										
Under 30:										
Married/Single w/out Children	19	37	13	30	1=100	3	19	23	55	0=100
Married With Children	16	33	28	23	0=100	3	25	26	45	1=100
30-49:										
Married	25	37	14	24	0=100	6	22	19	51	2=100
Not Married	22	32	16	30	0=100	5	22	19	52	2=100
50-64:										
Married	38	29	13	20	0=100	8	26	12	52	2=100
Not Married	25	26	11	38	0=100	6	21	16	56	1=100
65+:										
Married	36	29	13	21	1=100	6	27	17	49	1=100
Not Married	29	26	9	35	1=100	7	14	8	63	8=100
Working Mothers	26	33	14	27	0=100	2	22	15	60	1=100
Single Parent	18	38	13	31	0=100	5	17	16	60	2=100

VIEWERSHIP OF SELECTED PROGRAMS

	Tabloid TV					*Daytime "Tell-All" TV*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	19	35	20	26	*=100	10	14	17	59	*=100
SEX										
Male	16	33	22	29	0=100	7	13	17	63	*=100
Female	22	36	18	24	*=100	12	16	18	54	0=100
AGE										
18-29	15	40	23	22	0=100	17	19	23	41	0=100
30-49	17	34	22	27	0=100	8	15	18	59	0=100
50-64	25	35	17	23	0=100	8	11	12	69	0=100
65+	24	28	16	32	*=100	7	12	13	68	*=100
AGE/SEX										
Men Under 30	11	37	28	24	0=100	10	17	25	48	0=100
Women Under 30	19	43	17	21	0=100	25	20	20	35	0=100
Men 30-49	13	31	23	33	0=100	6	14	16	64	0=100
Women 30-49	20	36	21	23	0=100	10	17	19	54	0=100
Men 50+	22	32	18	28	0=100	6	10	11	73	*=100
Women 50+	27	31	16	26	*=100	8	13	14	65	0=100
RACE										
White	17	33	21	29	*=100	7	13	16	64	*=100
Non-White	31	42	17	10	0=100	27	21	23	29	0=100
Black	34	44	16	6	0=100	32	23	24	21	0=100
Other	24	35	18	23	0=100	16	15	20	49	0=100
EDUCATION										
College Grad.+	8	28	31	33	0=100	3	9	14	74	*=100
Some College	15	36	23	26	0=100	7	14	20	59	0=100
High School Grad.	24	36	15	25	*=100	10	17	17	56	0=100
< High School Grad.	28	36	14	21	1=100	22	16	18	44	0=100
INCOME										
$75,000+	10	30	31	29	0=100	3	8	16	73	0=100
$50,000-$74,999	11	32	26	31	0=100	4	10	18	68	0=100
$30,000-$49,999	17	37	22	24	0=100	9	13	18	60	0=100
$20,000-$29,999	26	36	13	25	*=100	8	22	17	53	0=100
<$20,000	24	34	17	25	0=100	20	15	17	48	0=100

QUESTION: 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 ... (shows such as A Current Affair, Hard Copy or Inside Edition; the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones).

	Tabloid TV					Daytime "Tell-All" TV				
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	19	35	20	26	*=100	10	14	17	59	*=100
REGION										
East	14	37	20	29	*=100	5	13	16	66	0=100
Midwest	19	34	20	27	0=100	11	15	15	59	*=100
South	25	34	21	20	*=100	13	16	22	49	0=100
West	14	33	20	33	0=100	8	13	12	67	0=100
PARTY ID										
Republican	15	33	21	31	0=100	5	12	14	69	*=100
Democrat	24	38	18	20	*=100	14	17	19	50	0=100
Independent	18	33	22	27	0=100	10	15	17	58	0=100
CABLE TV										
Subscriber	19	35	21	25	*=100	10	15	18	57	*=100
Non-Subscriber	19	33	19	29	0=100	10	14	15	61	0=100
COMPUTER USER										
Computer User	16	34	23	27	*=100	8	13	18	61	*=100
On-Line User	10	33	24	33	0=100	6	12	18	64	0=100
Non Computer User	22	35	17	26	*=100	12	16	16	56	0=100
LIFE CYCLE										
Under 30:										
Married/Single w/out Children	11	39	24	26	0=100	16	17	24	43	0=100
Married With Children	21	40	17	22	0=100	13	15	25	47	0=100
30-49:										
Married	16	35	23	26	0=100	6	15	17	62	0=100
Not Married	18	32	19	31	0=100	11	15	19	55	0=100
50-64:										
Married	26	32	19	23	0=100	3	12	10	75	0=100
Not Married	25	39	13	23	0=100	18	10	14	58	0=100
65+:										
Married	20	34	14	31	1=100	4	12	9	75	0=100
Not Married	26	23	18	33	0=100	10	12	17	60	1=100
Working Mothers	24	38	20	17	0=100	10	21	18	51	0=100
Single Parent	26	39	19	16	0=100	25	23	16	36	0=100

VIEWERSHIP OF SELECTED PROGRAMS

	MTV					*Court TV*				
	Regu-larly	Some-times	Hardly Ever	Never	DK	Regu-larly	Some-times	Hardly Ever	Never	DK
	%	%	%	%	%	%	%	%	%	%
TOTAL	7	13	16	63	1=100	4	13	12	70	1=100
SEX										
Male	8	13	19	59	1=100	4	12	13	70	1=100
Female	5	13	14	67	1=100	4	13	12	70	1=100
AGE										
18-29	14	23	21	42	0=100	1	13	16	70	0=100
30-49	5	10	18	67	0=100	4	14	11	71	*=100
50-64	3	11	10	75	1=100	6	11	10	72	1=100
65+	5	11	9	69	6=100	3	10	14	69	4=100
AGE/SEX										
Men Under 30	15	27	22	36	0=100	1	14	15	70	0=100
Women Under 30	13	18	20	49	0=100	2	13	16	69	0=100
Men 30-49	6	10	22	62	0=100	4	15	10	71	0=100
Women 30-49	3	11	15	71	0=100	5	13	11	71	*=100
Men 50+	6	8	12	71	3=100	6	7	16	67	4=100
Women 50+	3	13	7	73	4=100	3	13	9	73	2=100
RACE										
White	6	12	15	66	1=100	3	12	11	73	1=100
Non-White	11	18	24	47	*=100	9	17	21	53	*=100
Black	12	18	24	46	*=100	10	16	22	52	0=100
Other	10	17	21	52	0=100	5	21	20	53	1=100
EDUCATION										
College Grad.+	2	13	25	60	*=100	2	8	10	80	*=100
Some College	6	14	17	62	1=100	4	13	12	70	1=100
High School Grad.	7	13	13	66	1=100	3	15	13	68	1=100
< High School Grad.	10	14	12	61	3=100	9	13	16	61	1=100
INCOME										
$75,000+	5	11	23	59	2=100	3	9	11	76	1=100
$50,000-$74,999	4	8	19	69	*=100	4	12	13	70	1=100
$30,000-$49,999	5	12	17	65	1=100	3	14	9	74	*=100
$20,000-$29,999	7	15	12	64	2=100	2	13	13	71	1=100
<$20,000	9	16	13	61	1=100	7	14	15	63	1=100

QUESTION: 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 ... (MTV; Court TV).

| | MTV | | | | | Court TV | | | | |
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	7	13	16	63	1=100	4	13	12	70	1=100
REGION										
East	6	16	20	57	1=100	5	13	9	72	1=100
Midwest	5	13	12	69	1=100	4	12	11	72	1=100
South	10	14	17	58	1=100	5	15	16	63	1=100
West	4	10	15	69	2=100	2	11	12	75	*=100
PARTY ID										
Republican	6	11	16	66	1=100	2	13	12	71	2=100
Democrat	7	16	16	59	2=100	5	15	14	66	*=100
Independent	7	12	16	64	1=100	3	11	12	74	*=100
CABLE TV										
Subscriber	8	15	19	56	2=100	4	16	14	65	1=100
Non-Subscriber	4	8	10	78	*=100	2	6	9	82	1=100
COMPUTER USER										
Computer User	7	15	19	59	*=100	2	13	13	72	*=100
On-Line User	10	16	22	52	0=100	1	12	11	76	0=100
Non Computer User	5	11	13	69	2=100	6	12	12	68	2=100
LIFE CYCLE										
Under 30:										
Married/Single w/out Children	15	25	20	40	0=100	1	11	14	74	0=100
Married With Children	6	18	24	52	0=100	1	13	24	62	0=100
30-49:										
Married	3	9	18	70	0=100	4	14	11	71	*=100
Not Married	7	14	20	59	0=100	4	14	11	71	0=100
50-64:										
Married	3	8	8	80	1=100	6	11	8	74	1=100
Not Married	4	17	10	67	2=100	5	11	14	69	1=100
65+:										
Married	6	10	9	70	5=100	0	9	13	78	0=100
Not Married	6	11	8	68	7=100	5	9	16	62	8=100
Working Mothers	4	10	20	66	0=100	4	19	14	62	1=100
Single Parent	12	19	18	51	0=100	5	19	9	67	0=100

VIEWERSHIP OF NEWS MAGAZINE SHOWS

	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	36	38	15	11	*=100
SEX					
Male	30	37	20	13	*=100
Female	42	38	10	10	0=100
AGE					
18-29	19	48	18	15	0=100
30-49	33	39	17	11	0=100
50-64	48	34	10	8	*=100
65+	52	27	11	10	0=100
AGE/SEX					
Men Under 30	11	54	19	16	0=100
Women Under 30	28	41	17	14	0=100
Men 30-49	27	35	24	14	0=100
Women 30-49	39	42	11	8	0=100
Men 50+	47	29	15	8	1=100
Women 50+	52	32	6	10	0=100
RACE					
White	36	37	15	12	*=100
Non-White	36	42	12	10	0=100
Black	36	43	11	10	0=100
Other	38	37	15	10	0=100
EDUCATION					
College Grad.+	34	37	19	10	0=100
Some College	36	38	16	10	0=100
High School Grad.	39	37	14	10	*=100
< High School Grad.	31	40	11	18	0=100
INCOME					
$75,000+	39	36	18	7	0=100
$50,000-$74,999	36	43	11	10	0=100
$30,000-$49,999	34	38	18	10	*=100
$20,000-$29,999	37	36	16	11	0=100
<$20,000	33	39	12	16	0=100

QUESTION: 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 ... (news magazine shows such as 60 Minutes or 20/20).

	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	36	38	15	11	*=100
REGION					
East	35	38	16	11	0=100
Midwest	36	40	14	10	*=100
South	37	39	13	11	0=100
West	36	33	18	13	0=100
PARTY ID					
Republican	35	35	18	12	0=100
Democrat	41	40	11	8	0=100
Independent	31	40	16	13	0=100
CABLE TV					
Subscriber	36	39	15	10	0=100
Non-Subscriber	37	35	14	14	*=100
COMPUTER USER					
Computer User	32	40	17	11	0=100
On-Line User	29	40	18	13	0=100
Non Computer User	41	36	11	12	*=100
LIFE CYCLE					
Under 30:					
Married/Single w/out Children	19	47	19	15	0=100
Married With Children	25	47	14	14	0=100
30-49:					
Married	35	39	16	10	0=100
Not Married	30	38	20	12	0=100
50-64:					
Married	48	32	10	9	1=100
Not Married	48	39	7	6	0=100
65+:					
Married	53	24	14	9	0=100
Not Married	51	30	7	12	0=100
Working Mothers 38	43	12	7	0=100	
Single Parent	27	48	16	9	0=100

READERSHIP OF SELECTED PUBLICATIONS

| | *News Magazines* | | | | | *Business Magazines* | | | | |
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	15	35	20	30	*=100	5	17	16	62	*=100
SEX										
Male	17	34	23	26	0=100	7	20	18	55	0=100
Female	14	35	17	34	*=100	3	14	15	68	*=100
AGE										
18-29	13	41	19	27	0=100	4	18	14	64	*=100
30-49	12	39	23	26	0=100	4	20	18	58	*=100
50-64	20	31	17	32	0=100	5	18	19	58	0=100
65+	20	21	15	44	*=100	6	7	12	75	0=100
AGE/SEX										
Men Under 30	12	45	18	25	0=100	7	20	17	56	0=100
Women Under 30	14	36	20	30	0=100	2	15	11	71	1=100
Men 30-49	13	35	26	26	0=100	4	24	19	53	0=100
Women 30-49	11	43	20	26	0=100	4	16	18	62	*=100
Men 50+	25	26	21	28	0=100	10	15	18	57	0=100
Women 50+	16	26	12	46	*=100	3	11	13	73	0=100
RACE										
White	16	33	21	30	*=100	5	15	16	64	*=100
Non-White	12	43	14	31	0=100	6	27	17	50	*=100
Black	11	42	13	34	0=100	6	29	15	50	0=100
Other	12	47	16	25	0=100	5	23	18	53	1=100
EDUCATION										
College Grad.+	27	38	21	14	0=100	9	30	20	41	0=100
Some College	16	41	18	25	*=100	5	19	20	56	*=100
High School Grad.	11	33	22	34	0=100	3	12	14	71	0=100
< High School Grad.	8	28	15	49	0=100	3	10	12	75	*=100
INCOME										
$75,000+	27	38	20	15	0=100	10	33	21	36	0=100
$50,000-$74,999	17	39	20	24	0=100	4	26	18	52	0=100
$30,000-$49,999	14	36	24	26	0=100	5	15	17	63	0=100
$20,000-$29,999	14	40	20	26	0=100	4	14	17	65	0=100
<$20,000	9	29	17	45	*=100	2	9	12	77	*=100

QUESTION: Now, I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never ... (news magazines such as Time, US News, or Newsweek; business magazines such as Fortune and Forbes).

	News Magazines					Business Magazines				
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	15	35	20	30	*=100	5	17	16	62	*=100
REGION										
East	16	37	21	26	0=100	6	19	20	55	0=100
Midwest	12	35	19	34	*=100	2	16	15	67	0=100
South	14	36	18	32	0=100	4	19	16	61	*=100
West	19	32	21	28	0=100	7	14	15	64	*=100
PARTY ID										
Republican	18	32	22	28	0=100	7	17	17	59	*=100
Democrat	13	38	19	30	0=100	4	18	15	63	*=100
Independent	15	34	19	32	*=100	3	16	18	63	0=100
CABLE TV										
Subscriber	16	35	21	28	*=100	5	18	17	60	*=100
Non-Subscriber	13	34	17	36	0=100	5	14	15	66	*=100
COMPUTER USER										
Computer User	17	40	22	21	*=100	6	22	19	53	*=100
On-Line User	21	42	20	17	0=100	8	29	17	46	0=100
Non Computer User	13	28	17	42	0=100	3	10	13	74	0=100
LIFE CYCLE										
Under 30:										
Married/Single w/out Children	17	39	20	24	0=100	6	17	17	59	1=100
Married With Children	10	32	19	39	0=100	1	14	9	76	0=100
30-49:										
Married	12	40	23	25	0=100	4	22	17	57	*=100
Not Married	12	38	22	28	0=100	4	15	21	60	0=100
50-64:										
Married	18	33	18	31	0=100	4	18	18	60	0=100
Not Married	23	27	17	33	0=100	7	17	20	56	0=100
65+:										
Married	25	21	18	36	0=100	11	7	13	69	0=100
Not Married	16	22	12	50	*=100	2	8	11	79	0=100
Working Mothers	14	48	20	18	0=100	3	16	20	61	0=100
Single Parent	8	43	18	31	0=100	2	12	19	67	0=100

READERSHIP/LISTENERSHIP OF . . .

	Tabloid Newspapers					Religious Radio Shows				
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	5	11	12	72	*=100	11	14	13	62	*=100
SEX										
Male	4	8	13	75	*=100	10	12	15	63	0=100
Female	5	14	12	69	*=100	13	15	12	60	*=100
AGE										
18-29	3	13	14	70	0=100	6	13	13	68	0=100
30-49	4	12	12	72	*=100	11	12	14	63	*=100
50-64	7	12	12	69	*=100	15	16	10	59	0=100
65+	7	7	11	74	1=100	17	14	16	53	0=100
AGE/SEX										
Men Under 30	3	8	16	73	*=100	4	10	14	72	0=100
Women Under 30	4	17	12	67	0=100	7	17	12	64	0=100
Men 30-49	3	9	14	74	*=100	10	12	14	64	0=100
Women 30-49	4	15	11	70	0=100	12	13	13	62	*=100
Men 50+	5	7	11	77	0=100	14	16	15	55	0=100
Women 50+	8	13	12	66	1=100	18	15	11	56	0=100
RACE										
White	5	10	12	73	*=100	10	13	13	64	*=100
Non-White	4	20	16	60	*=100	21	20	15	44	0=100
Black	5	19	15	61	*=100	25	23	14	38	0=100
Other	3	21	18	58	0=100	10	13	15	62	0=100
EDUCATION										
College Grad.+	2	6	11	81	0=100	9	10	12	69	0=100
Some College	3	9	9	79	*=100	9	13	14	64	0=100
High School Grad.	6	12	16	66	*=100	11	15	13	61	*=100
< High School Grad.	8	19	9	63	1=100	19	15	14	52	0=100
INCOME										
$75,000+	2	4	10	84	0=100	9	12	10	69	0=100
$50,000-$74,999	4	4	14	78	0=100	7	12	13	68	0=100
$30,000-$49,999	4	12	11	72	1=100	10	13	12	65	0=100
$20,000-$29,999	5	13	13	69	0=100	14	18	13	54	1=100
<$20,000	6	17	14	62	1=100	15	14	15	56	0=100

QUESTION: Now, I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never ... (The National Enquirer, The Sun or The Star).
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 ... (religious radio shows such as "Focus on the Family").

	Tabloid Newspapers					Religious Radio Shows				
	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %	Regu-larly %	Some-times %	Hardly Ever %	Never %	DK %
TOTAL	5	11	12	72	*=100	11	14	13	62	*=100
REGION										
East	6	11	11	72	0=100	7	9	9	75	0=100
Midwest	4	13	11	72	0=100	9	16	13	62	0=100
South	4	13	14	69	*=100	17	18	15	50	0=100
West	5	7	12	75	1=100	10	8	14	67	1=100
PARTY ID										
Republican	5	9	10	76	*=100	14	16	13	57	0=100
Democrat	5	12	17	66	*=100	13	14	15	58	*=100
Independent	4	12	11	73	0=100	9	10	12	69	0=100
CABLE TV										
Subscriber	5	11	13	71	*=100	11	13	13	63	*=100
Non-Subscriber	4	11	11	74	*=100	13	16	13	58	0=100
COMPUTER USER										
Computer User	3	9	13	75	*=100	9	13	13	65	0=100
On-Line User	2	5	12	81	*=100	8	10	13	69	0=100
Non Computer User	7	14	12	67	*=100	15	15	14	56	*=100
LIFE CYCLE										
Under 30:										
Married/Single w/out Children	2	11	14	73	0=100	4	10	11	75	0=100
Married With Children	5	7	9	79	0=100	9	16	18	57	0=100
30-49:										
Married	3	11	11	75	0=100	13	13	13	61	*=100
Not Married	4	14	14	68	*=100	8	11	15	66	0=100
50-64:										
Married	7	12	14	67	*=100	12	17	10	61	0=100
Not Married	6	13	9	72	0=100	19	14	10	57	0=100
65+:										
Married	8	7	8	77	0=100	19	18	11	52	0=100
Not Married	5	8	14	72	1=100	16	11	20	53	0=100
Working Mothers	4	16	15	65	0=100	13	16	13	58	0=100
Single Parent	7	21	15	57	*=100	9	17	15	59	0=100

LISTENERSHIP OF SELECTED PROGRAMS

| | *Talk Radio Shows* | | | | | *Rush Limbaugh's Radio Show* | | | | |
| | Regu-larly | Some-times | Hardly Ever | Never | DK | Regu-larly | Some-times | Hardly Ever | Never | DK |
	%	%	%	%	%	%	%	%	%	%
TOTAL	13	23	25	39	*=100	7	11	11	70	1=100
SEX										
Male	16	23	26	35	*=100	9	14	14	62	1=100
Female	10	23	23	44	0=100	4	9	9	77	1=100
AGE										
18-29	11	22	28	39	0=100	5	11	13	71	*=100
30-49	14	25	27	34	*=100	6	12	13	69	*=100
50-64	14	19	24	43	0=100	8	9	11	71	1=100
65+	11	20	18	51	0=100	8	13	7	70	2=100
AGE/SEX										
Men Under 30	14	22	29	35	0=100	8	15	16	61	0=100
Women Under 30	8	22	27	43	0=100	3	7	10	80	*=100
Men 30-49	20	23	28	29	*=100	9	15	16	60	*=100
Women 30-49	8	28	25	39	0=100	3	8	10	79	*=100
Men 50+	13	22	23	42	0=100	12	11	11	65	1=100
Women 50+	12	18	20	50	0=100	6	12	7	74	1=100
RACE										
White	13	22	25	40	0=100	7	12	11	69	1=100
Non-White	12	28	26	34	*=100	2	8	12	78	*=100
Black	14	30	26	30	*=100	1	7	11	81	0=100
Other	6	25	25	44	0=100	4	9	14	71	2=100
EDUCATION										
College Grad.+	16	26	28	30	0=100	9	12	13	65	1=100
Some College	15	21	27	37	*=100	5	13	13	68	1=100
High School Grad.	12	25	24	39	0=100	6	12	11	70	1=100
< High School Grad.	9	17	20	54	0=100	7	8	8	77	*=100
INCOME										
$75,000+	21	31	24	24	0=100	12	14	14	60	*=100
$50,000-$74,999	13	23	29	35	0=100	6	13	11	70	*=100
$30,000-$49,999	11	24	26	39	*=100	7	12	10	71	0=100
$20,000-$29,999	12	21	26	41	0=100	4	8	11	76	1=100
<$20,000	12	18	23	47	0=100	5	10	12	72	1=100

QUESTION: 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 ... (radio shows that invite listeners to call in to discuss current events, public issues and politics; Rush Limbaugh's radio show).

	Talk Radio Shows					Rush Limbaugh's Radio Show				
	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %	Regularly %	Sometimes %	Hardly Ever %	Never %	DK %
TOTAL	13	23	25	39	*=100	7	11	11	70	1=100
REGION										
East	13	23	23	41	0=100	6	6	11	77	0=100
Midwest	12	21	25	42	0=100	5	12	12	70	1=100
South	13	23	26	38	*=100	7	13	12	67	1=100
West	14	23	25	38	0=100	8	12	11	68	1=100
PARTY ID										
Republican	16	22	25	37	0=100	13	20	13	54	*=100
Democrat	11	23	23	43	0=100	1	7	10	81	1=100
Independent	12	23	28	37	0=100	5	9	12	73	1=100
CABLE TV										
Subscriber	13	24	25	38	*=100	6	12	12	70	*=100
Non-Subscriber	14	20	23	43	0=100	8	11	11	69	1=100
COMPUTER USER										
Computer User	15	26	27	32	*=100	7	12	13	68	*=100
On-Line User	15	28	28	29	*=100	8	16	11	65	*=100
Non Computer User	11	18	21	50	0=100	7	10	9	73	1=100
LIFE CYCLE										
Under 30:										
Married/Single w/out Children	9	20	28	43	0=100	4	12	12	72	*=100
Married With Children	15	16	27	42	0=100	9	7	12	72	0=100
30-49:										
Married	14	27	27	32	0=100	6	14	12	67	1=100
Not Married	14	24	25	37	*=100	5	8	14	73	*=100
50-64:										
Married	15	20	23	42	0=100	8	9	10	73	*=100
Not Married	11	18	25	46	0=100	9	11	13	66	1=100
65+:										
Married	7	25	22	46	0=100	10	12	11	65	2=100
Not Married	14	16	15	55	0=100	7	14	4	74	1=100
Working Mothers	12	27	28	33	0=100	3	8	11	78	0=100
Single Parent	11	21	28	40	*=100	6	9	13	71	1=100

LISTENERSHIP OF SELECTED RADIO PROGRAMS

| | *Listened to Radio News Yesterday* | | | *National Public Radio (NPR)* | | | | |
| | Yes | No | DK | Regu-larly | Some-times | Hardly Ever | Never | DK |
	%	%	%	%	%	%	%	%
TOTAL	44	55	1=100	13	18	16	52	1=100
SEX								
Male	47	52	1=100	16	19	16	49	*=100
Female	41	58	1=100	11	17	15	55	2=100
AGE								
18-29	39	60	1=100	9	21	16	54	*=100
30-49	53	46	1=100	16	20	16	48	*=100
50-64	39	59	2=100	13	15	16	54	2=100
65+	35	64	1=100	12	12	16	58	2=100
AGE/SEX								
Men Under 30	38	61	1=100	8	21	16	55	0=100
Women Under 30	40	59	1=100	11	20	15	53	1=100
Men 30-49	55	44	1=100	18	19	17	46	*=100
Women 30-49	50	49	1=100	14	21	15	50	*=100
Men 50+	44	55	1=100	17	17	16	50	*=100
Women 50+	32	67	1=100	9	12	15	61	3=100
RACE								
White	46	53	1=100	13	17	16	53	1=100
Non-White	32	68	*=100	15	23	13	49	0=100
Black	31	69	0=100	14	25	12	49	0=100
Other	34	64	2=100	17	18	14	51	0=100
EDUCATION								
College Grad.+	60	40	*=100	22	20	17	40	1=100
Some College	47	52	1=100	15	16	18	50	1=100
High School Grad.	41	58	1=100	10	18	15	56	1=100
< High School Grad.	29	70	1=100	8	17	14	59	2=100
INCOME								
$75,000+	58	41	1=100	19	22	18	40	1=100
$50,000-$74,999	55	44	1=100	15	17	20	48	0=100
$30,000-$49,999	46	53	1=100	15	17	15	52	1=100
$20,000-$29,999	44	55	1=100	11	21	14	53	1=100
<$20,000	32	67	1=100	9	17	14	59	1=100

QUESTION: About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?
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 ... (National Public Radio [NPR]).

| | *Listened to Radio News Yesterday* | | | *National Public Radio (NPR)* | | | | |
	Yes %	No %	DK %	Regu- larly %	Some- times %	Hardly Ever %	Never %	DK %
TOTAL	44	55	1=100	13	18	16	52	1=100
REGION								
East	49	50	1=100	13	20	13	53	1=100
Midwest	44	55	1=100	10	18	18	53	1=100
South	42	57	1=100	13	19	17	50	1=100
West	43	57	*=100	17	13	14	54	2=100
PARTY ID								
Republican	50	50	*=100	11	17	17	53	2=100
Democrat	39	60	1=100	14	16	16	53	1=100
Independent	46	53	1=100	14	21	15	49	1=100
CABLE TV								
Subscriber	44	55	1=100	12	19	17	51	1=100
Non-Subscriber	44	55	1=100	16	17	13	53	1=100
COMPUTER USER								
Computer User	50	49	1=100	15	20	16	48	1=100
On-Line User	52	47	1=100	20	20	16	44	*=100
Non Computer User	36	63	1=100	11	15	16	57	1=100
LIFE CYCLE								
Under 30:								
Married/Single w/out Children	39	60	1=100	13	18	13	55	1=100
Married With Children	46	54	0=100	6	18	18	58	0=100
30-49:								
Married	54	45	1=100	16	20	17	47	*=100
Not Married	51	48	1=100	15	20	14	50	1=100
50-64:								
Married	41	58	1=100	10	16	18	54	2=100
Not Married	35	62	3=100	18	16	10	54	2=100
65+:								
Married	38	60	2=100	15	16	15	53	1=100
Not Married	32	67	1=100	9	9	17	61	4=100
Working Mothers	55	44	1=100	16	24	15	45	0=100
Single Parent	43	56	1=100	12	26	13	48	1=100

	Daily Newspaper	Network News	Local TV News	CNN	C-SPAN	NPR	TV News Magazines	MTV
	%	%	%	%	%	%	%	%
Values								
The federal gov't is almost								
always wasteful & inefficient	61	58	64	66	58	50	60	44
The federal gov't does a better								
job than people give it								
credit for	35	35	32	31	40	46	35	55
Neither/Both/Don't know*	4	7	4	3	2	4	5	1
The state gov' is almost								
always wasteful & inefficient	46	44	45	44	45	48	49	42
The state gov't does a better								
job than people give it								
credit for	47	50	48	51	47	47	44	50
Neither/Both/Don't know*	7	6	7	5	8	5	7	8
Gov't should do more to								
help the needy	48	49	49	47	49	48	51	61
Gov't can't afford to do								
much more	45	44	44	46	43	45	42	34
Neither/Both/Don't know	7	7	7	7	8	7	7	5
Elected officials lose touch								
with people pretty quickly	72	71	72	75	72	68	74	68
Elected officials try hard to								
stay in touch with voters	23	24	23	21	26	28	22	24
Neither/Both/Don't know	5	5	5	4	2	4	4	8
I'm generally satisfied with								
my financial situation	60	58	57	58	60	57	59	53
I'm not satisfied with my								
financial situation	38	41	41	40	39	42	39	43
Neither/Both/Don't know	2	1	2	2	1	1	2	4
Homosexuality is a way of								
life that should be accepted	46	39	43	45	40	53	47	50
Homosexuality is a way of								
life that should be discouraged	48	54	50	47	53	45	46	44
Neither/Both/Don't know	6	7	7	8	7	2	7	6

* The federal government/state government questions were asked of split samples; the sample sizes for C-Span and MTV were less than 75 cases, and as a result the percentages reported in the table may not be reliable.

	Daily Newspaper	Network News	Local TV News	CNN	C-SPAN	NPR	TV News Magazines	MTV
	%	%	%	%	%	%	%	%
Party ID								
Republican	31	29	29	33	33	24	29	25
Democrat	33	35	34	28	24	34	35	33
Independent	31	31	33	33	36	36	29	38
Ideology								
Conservative	39	39	37	40	40	29	37	33
Moderate	39	39	42	38	41	45	40	32
Liberal	19	18	17	18	15	24	19	32
Clinton Approval								
Approve	56	57	56	55	48	58	60	53
Disapprove	37	37	37	40	44	38	33	42
No opinion	7	6	7	5	8	4	7	5
Political Knowledge								
High	36	37	34	45	50	42	35	28
Medium	31	32	29	31	30	31	32	23
Low	33	31	37	24	20	27	33	49

	Tabloid TV %	Daytime "Tell-All" TV %	Talk Radio %	Rush Limbaugh %	Religious Radio Shows %	News Maga-zines (read) %	Business Magazines %	Tabloid Newspapers %
Values								
The federal gov't is almost always wasteful & inefficient	61	54	63	69	65	60	65	53
The federal gov't does a better job than people give it credit for	36	41	32	31	27	34	33	43
Neither/Both/Don't know*	3	5	5	0	8	6	2	4
The state gov' is almost always wasteful & inefficient	50	48	53	55	52	43	55	33
The state gov't does a better job than people give it credit for	48	44	43	36	42	51	34	60
Neither/Both/Don't know*	2	8	4	9	6	6	11	7
Gov't should do more to help the needy	60	70	41	19	43	42	44	66
Gov't can't afford to do much more	35	26	52	73	51	51	47	30
Neither/Both/Don't know	5	4	7	8	6	7	9	4
Elected officials lose touch with people pretty quickly	72	67	77	72	72	70	70	68
Elected officials try hard to stay in touch with voters	24	24	17	23	22	26	21	27
Neither/Both/Don't know	4	9	6	5	6	4	9	5
I'm generally satisfied with my financial situation	50	43	53	56	52	65	69	58
I'm not satisfied with my financial situation	47	52	45	41	45	33	27	34
Neither/Both/Don't know	3	5	2	3	3	2	4	8
Homosexuality is a way of life that should be accepted	45	58	41	18	18	51	42	46
Homosexuality is a way of life that should be discouraged	49	35	52	71	78	42	47	50
Neither/Both/Don't know	6	7	7	11	4	7	11	4

* The federal government/state government questions were asked of split samples; the sample sizes for tabloid TV, daytime "tell-all" TV, Rush Limbaugh, business magazines and tabloid newspapers were less than 75 cases, and as a result the percentages reported in the table may not be reliable.

	Tabloid TV	Daytime "Tell-All" TV	Talk Radio	Rush Limbaugh	Religious Radio Shows	News Magazines (read)	Business Magazines	Tabloid Newspapers
	%	%	%	%	%	%	%	%
Party ID								
Republican	24	15	38	62	37	35	44	30
Democrat	40	46	28	7	34	27	27	35
Independent	31	34	32	26	25	32	23	27
Ideology								
Conservative	34	30	46	69	55	35	39	30
Moderate	37	36	36	19	26	44	40	47
Liberal	23	28	17	6	12	18	16	17
Clinton Approval								
Approve	58	56	45	15	42	54	48	63
Disapprove	35	35	52	81	50	43	49	27
No opinion	7	9	3	4	8	3	3	10
Political Knowledge								
High	24	15	45	49	29	41	38	32
Medium	30	16	29	32	30	37	31	20
Low	46	69	26	19	41	22	31	48

Audience Interest Profile
Based on "Regular" Viewers, Listeners, Readers

% Who Follow Each "Very Closely"	Total %	Daily News-paper %	Net-work News %	Local TV News %	CNN %	C-Span %	NPR %	TV News Mags. %	MTV %	Rush Lim-baugh %	Reli-gious Radio %	Tab-loid TV %	Tell-all TV %	Talk Radio %	(Read) News Mags. %	Busi-ness Mags. %	Tab-loid Papers %
News about political figures and events in Washington	16	18	24	18	28	38	22	21	16	42	20	19	13	26	28	33	15
Sports	26	30	28	27	34	30	20	25	47	29	22	27	35	29	29	28	29
Business & finance	13	16	17	14	21	19	22	16	14	27	18	15	14	20	22	56	11
International affairs	15	18	26	17	30	37	24	22	19	26	19	19	13	18	27	25	13
Local government	24	29	33	29	31	31	30	33	23	46	30	28	22	33	35	40	30
Religion	17	18	20	18	19	20	15	20	21	33	63	23	19	22	17	22	22
People/events in your own community	35	39	42	43	40	38	37	44	37	38	43	45	39	40	42	44	44
Entertainment	15	16	16	16	15	14	16	15	48	11	7	21	35	17	14	15	37
Consumer news	14	16	19	17	22	23	19	20	21	23	14	21	21	22	22	44	17
Science & technology	20	21	24	21	28	32	28	23	20	34	17	23	15	23	26	36	16
Health	34	37	44	40	40	45	36	43	40	40	47	52	43	39	40	41	42
Famous people	13	15	18	15	18	14	8	18	28	18	10	23	28	14	18	21	37
Crime	41	45	50	47	50	46	43	51	62	52	43	60	59	47	43	43	58
Culture & the arts	10	11	12	10	13	20	20	12	12	9	11	8	9	12	16	15	11

	Daily News-paper %	Net-work News %	Local TV News %	CNN %	C-SPAN %	NPR %	TV News Mags. %	MTV %	Rush Lim-baugh %	Reli-gious radio %	Tab-loid TV %	Tell-all TV %	Talk Radio %	(Read) News Mags. %	Busi-ness Mags. %	Tab-loid Papers %
Daily Newspaper	100	82	78	83	86	78	82	69	79	71	74	65	78	92	94	88
Network news	47	100	55	58	63	48	63	42	47	51	55	42	41	59	54	47
Local TV news	71	86	100	74	79	65	84	68	69	72	82	70	68	75	76	83
CNN	30	36	30	100	82	34	36	36	42	29	34	26	28	44	48	41
C-SPAN	7	9	7	18	100	12	8	9	15	7	8	4	11	14	11	8
NPR	14	15	13	18	28	100	15	19	19	13	12	10	22	25	32	10
TV News magazines	41	55	46	50	48	41	100	38	39	41	65	39	42	53	49	56
MTV	6	7	7	9	10	9	7	100	8	5	14	19	10	8	10	19
Rush Limbaugh	7	7	7	11	17	10	7	8	100	13	7	6	23	7	13	12
Religious Radio	11	14	13	13	14	11	13	9	22	100	17	12	19	10	12	15
Tabloid TV	20	25	24	25	27	17	34	40	20	28	100	47	20	21	18	42
Tell-all TV	9	10	11	10	7	7	11	28	9	10	24	100	9	8	7	26
Talk radio	14	13	14	14	24	22	15	19	46	21	14	11	100	11	16	17
News magazines	19	22	18	26	37	29	22	18	15	13	16	12	12	100	54	19
Business magazines	6	6	5	9	9	11	6	7	9	5	4	4	6	17	100	13
Tabloid Papers	6	5	6	8	7	4	7	14	8	6	10	12	6	6	13	100

SURVEY METHODOLOGY

ABOUT THIS SURVEY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among two nationwide samples of adults, 18 years of age or older. The first survey was conducted during the period April 19-25, 1996 among 1,751 adults. The second survey which dealt with media believabality was conducted during the period April 24-28, 1996 among 1,007 adults. For results based on the 1,751 sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2 percentage points. For results based on either Form 1 (N=888) or Form 2 (N=863), the sampling error is plus or minus 3 percentage points. For results based on the 1,007 sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points.

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

SURVEY METHODOLOGY IN DETAIL

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone households in the U.S. Estimates of the number of telephone households within each county are derived from 1990 Census data on residential telephone incidence that have been updated with state-level information on new telephone installations and county-level projections of the number of households. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample.

At least four attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home". If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who lives in the household". This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1992). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters. After an optimum sample balancing solution is reached, the weights were constrained to fall within the range of 1 to 5. This constraint is useful to ensure that individual respondents do not exert an inordinate effect on the survey's overall results.

THE QUESTIONNAIRE

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

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

	Approve	Disapprove	Don't Know
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

Q.1a Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? (**IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH:** Overall, do you approve or disapprove of the proposals and policies of the Republican leaders in Congress? **IF STILL "DEPENDS," ENTER AS CODE 9**.)

		March 1996	Feb 1996	Jan 1996	Oct 1995	Sept 1995	Aug 1995	June 1995	April 1995	March 1995	Dec 1994[4]
39	Approve	35	33	36	36	36	38	41	44	43	52
46	Disapprove	51	53	54	51	50	45	45	43	39	28
15	Don't know/Refused	14	14	10	13	14	17	14	13	18	20
100		100	100	100	100	100	100	100	100	100	100

ON A DIFFERENT SUBJECT...

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

		June 1995	March 1995	Oct 1994	July 1994	Feb 1994	Jan 1994	June 1992	July 1991	May 1991	Jan 1991	Nov 1990	Oct 1990	July 1990	May 1990
71	Yes	69	71	73	74	70	71	75	73	70	72	74	72	71	71
28	No	34	29	27	26	30	29	25	27	30	27	26	28	29	29
1	DK	*	*	*	*	0	*	*	*	*	1	0	0	0	0
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

		June 1995	March 1995	Oct 1994	July 1994	Feb 1994	Jan 1994	June 1992	July 1991	May 1991	Jan 1991	Nov 1990	Oct 1990	July 1990	May 1990
81	Yes	78	82	81	81	84	85	85	84	84	88	80	81	81	80
19	No	22	18	19	19	16	15	15	16	16	12	20	19	19	20
0	DK	*	*	*	*	0	*	*	*	*	*	*	0	0	0
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

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[4] In December the question asked "As best you can tell, do you approve or disapprove of Republican congressional leaders' policies and plans for the future?"

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

		June 1995	March 1995	Oct 1994	July 1994	Feb 1994	Jan 1994	June 1992	July 1991	May 1991	Jan 1991	Nov 1990	Oct 1990	July 1990	May 1990
51	Yes	50	54	51	52	53	52	54	53	53	55	55	54	55	56
49	No	50	46	49	48	47	48	46	47	47	45	45	46	45	44
*	DK	*	*	*	0	0	*	*	*	*	*	*	*	0	*
100		100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.5   We're interested in how often people watch the <u>major TV network evening news</u> programs -- by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, and NBC Nightly News with Tom Brokaw. Do you happen to watch TV <u>evening news programs regularly</u>, or not?

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

Q.6   Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me
        if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely? **[READ
        AND ROTATE LIST]**

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	**(VOL)** DK
a.	The situation in Bosnia.	20	39	28	13	*=100
	March, 1996	18	43	26	13	*=100
	February, 1996	21	43	22	13	1=100
	January, 1996[5]	37	45	13	5	*=100
	September, 1995	15	40	25	19	1=100
	August, 1995	16	36	26	21	1=100
	June, 1995	22	42	22	13	1=100
	March, 1995	11	27	36	25	1=100
	February, 1995	8	33	32	26	1=100
	December, 1994	13	37	32	18	*=100
	October, 1994	13	35	29	22	1=100
	September, 1994	9	29	39	23	*=100
	June, 1994	12	28	37	22	1=100
	May, 1994	18	37	26	18	1=100
	January, 1994	12	31	32	25	*=100
	Early January, 1994	15	38	30	17	*=100
	December, 1993	15	32	31	21	1=100
	October, 1993	16	36	30	17	1=100
	September, 1993	15	32	32	20	1=100
	Early September, 1993	17	38	26	19	*=100
	August, 1993	19	37	25	18	1=100
	May, 1993	23	34	28	13	2=100
	February, 1993	15	32	33	20	*=100
	January, 1993	15	33	30	22	*=100
	September, 1992	10	27	31	31	1=100
b.	News about the Republican presidential candidates.	23	35	25	17	*=100
	March, 1996	26	41	20	13	*=100
	January, 1996	10	34	31	24	1=100
	September, 1995	12	36	30	22	*=100
	August, 1995[6]	13	34	28	25	*=100
	June, 1995	11	31	31	26	1=100
	January, 1992	11	25	36	27	1=100
	December, 1991	10	28	32	30	*=100
	October, 1991	12	26	31	29	2=100
c.	The death of Commerce Secretary Ron Brown and 32 other Americans in a plane crash in Croatia.	34	36	20	9	1=100

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[5]   In January, 1996 the story was listed as "The deployment of US troops to Bosnia."

[6]   The 1991 and 1992 trends refer to Democratic candidates.

Q.6 con't ...

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	(VOL) DK
d.	The FBI's arrest of a suspect in the Unabomber case.	44	39	11	5	1=100
e.	President Clinton's veto of a bill banning partial birth abortions.	23	26	27	23	1=100
f.	The military conflict between Israel and the pro-Iranian Muslims in Lebanon.	21	31	29	19	*=100
g.	The passage in Congress of a new law dealing with domestic terrorism.	15	27	30	27	1=100
h.	The plane crash involving a seven year old girl who was trying to become the youngest person to fly across the United States.	44	35	16	5	*=100

ON A DIFFERENT SUBJECT:

Q.7 Suppose the 1996 Presidential election were being held TODAY and the candidates were Bill Clinton, the Democrat and Bob Dole, the Republican. Who would you vote for?

Q.7a As of TODAY, do you LEAN more to Clinton, the Democrat, or Dole, the Republican?

		March 1996	Jan 1996
BASED ON REGISTERED VOTERS: [N=1277]			
54	Clinton/Lean Clinton	53	53
40	Dole/Lean Dole	41	41
6	Other/Don't know/Refused	6	6
100		100	100
		(N=1116)	(N=895)

ASK ALL:
ON ANOTHER SUBJECT...
Q.8   I am going to read some pairs of statements that will help us understand how you feel about a number of things. As
I read each pair, tell me whether the FIRST statement or the SECOND statement comes closer to your own views --
even if neither is exactly right. The first pair is...**(READ AND ROTATE) AFTER CHOICE IS MADE, PROBE:**
Do you feel STRONGLY about that, or not?

The first/next pair is **(READ)**...

			Oct 1995	April 1995	Oct 1994	July 1994
SPLIT FORM ITEM a. [N=888]						
FORM 1:						
aF1.		The federal government is almost always wasteful				
	61	and inefficient	n/a	n/a	n/a	n/a
		52 Strongly	n/a	n/a	n/a	n/a
		9 Not Strongly	n/a	n/a	n/a	n/a
		The federal government often does a better job				
	35	than people give it credit for	n/a	n/a	n/a	n/a
		21 Strongly	n/a	n/a	n/a	n/a
		14 Not Strongly	n/a	n/a	n/a	n/a
	4	Neither/Don't know	n/a	n/a	n/a	n/a
	100		n/a	n/a	n/a	n/a
FORM 2: [N=863]						
aF2.		The state government here is almost always wasteful				
	46	and inefficient	n/a	n/a	n/a	n/a
		37 Strongly	n/a	n/a	n/a	n/a
		9 Not Strongly	n/a	n/a	n/a	n/a
		The state government here often does a better				
	47	job than people give it credit for	n/a	n/a	n/a	n/a
		27 Strongly	n/a	n/a	n/a	n/a
		20 Not Strongly	n/a	n/a	n/a	n/a
	7	Neither/Don't know	n/a	n/a	n/a	n/a
	100		n/a	n/a	n/a	n/a
b.		The government should do more to help needy				
	49	Americans, even if it means going deeper into debt	47	46	50	48
		42 Strongly	35	33	39	35
		7 Not Strongly	12	13	11	13
		The government today can't afford to do much				
	44	more to help the needy	47	47	43	47
		34 Strongly	31	34	31	32
		10 Not Strongly	16	13	12	15
	7	Neither/Don't know	6	7	7	5
	100		100	100	100	100

Q.8 con't ...

			Oct 1995	April 1995	Oct 1994	July 1994
c.	72	Elected officials in Washington lose touch with the people pretty quickly	73	76	74	71
	59	Strongly	60	64	61	58
	13	Not Strongly	13	12	13	13
	23	Elected officials in Washington try hard to stay in touch with voters back home	24	21	22	25
	14	Strongly	14	12	13	14
	9	Not Strongly	10	9	9	11
	5	Neither/Don't know	3	3	4	4
	100		100	100	100	100
d.	57	I'm generally satisfied with the way things are going for me financially	n/a	n/a	n/a	56
	44	Strongly	n/a	n/a	n/a	36
	13	Not Strongly	n/a	n/a	n/a	20
	42	I'm not very satisfied with my financial situation	n/a	n/a	n/a	43
	37	Strongly	n/a	n/a	n/a	33
	5	Not Strongly	n/a	n/a	n/a	10
	1	Neither/Don't know	n/a	n/a	n/a	1
	100		n/a	n/a	n/a	100
e.	44	Homosexuality is a way of life that should be accepted by society	45	47	46	46
	29	Strongly	29	30	33	26
	15	Not Strongly	16	17	13	20
	49	Homosexuality is a way of life that should be discouraged by society	50	48	48	49
	42	Strongly	41	40	41	41
	7	Not Strongly	9	8	7	8
	7	Neither/Don't know	5	5	6	5
	100		100	100	100	100

INTERVIEWER NOTE: FOR QUESTIONS Q.10, 10a, 11, 11a and 12 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY". IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY".
NOW, ON ANOTHER SUBJECT...
ASK ALL:
Q.10   Did you get a chance to read a daily newspaper yesterday, or not?
IF "YES" IN Q.10, ASK:
Q.10a   About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**)

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

ASK ALL:
Q.11   Did you watch the news or a news program on television yesterday, or not?
IF "YES" IN Q.11, ASK:
Q.11a   About how much time did you spend watching the news or any news programs on TV yesterday? (**DO NOT READ**)

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

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ASK ALL:

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

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

Q.13 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **(READ AND ROTATE)**

		Regularly	Sometimes	Hardly Ever	Never	DK
a.	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	42	29	15	14	*=100
	March, 1995	48	28	14	10	*=100
	May, 1993	60	28	5	6	1=100
	February, 1993	58	23	10	9	*=100
b.	Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	65	23	7	5	*=100
	March, 1995	72	18	6	4	*=100
	May, 1993	77	16	5	4	*=100
	February, 1993	76	16	5	3	*=100
c.	Watch Cable News Network (CNN)	26	33	14	27	*=100
	March, 1995	30	28	13	28	1=100
	July, 1994	33	36	7	24	*=100
	February, 1994	31	32	8	29	*=100
	May, 1993	35	34	7	24	*=100
	June, 1992	30	32	10	27	1=100
	July, 1990	27	28	8	36	1=100
	June, 1990	30	27	6	37	*=100
	May, 1990	27	25	7	40	1=100
	April, 1990	26	29	7	37	1=100
	March, 1990	22	28	8	41	1=100
	February, 1990	23	29	8	40	0=100
	January, 1990	26	25	7	41	1=100
d.	Watch C-SPAN	6	21	18	53	2=100
	March, 1995	8	17	20	53	2=100
	July, 1994	9	26	12	52	1=100
	Februaru, 1994	7	20	15	56	2=100
	May, 1993	11	25	13	48	3=100
	Feb, 1993	7	18	14	45	16=100
	June, 1992	6	19	18	54	3=100

Q.13 con't ...

		Regularly	Sometimes	Hardly Ever	Never	DK
e.	Listen to National Public Radio (NPR)	13	18	16	52	1=100
	March, 1995	15	17	21	46	1=100
	July, 1994	9	18	11	62	*=100
	February, 1994	9	13	12	65	1=100
	May, 1993[7]	15	20	15	49	1=100
	June, 1992	7	16	17	59	1=100
	July, 1990	9	13	8	70	*=100
	June, 1990	9	10	11	69	1=100
	May, 1990	7	11	10	72	*=100
	April, 1990	7	12	9	71	1=100
	March, 1990	7	9	10	74	*=100
	February, 1990	8	10	8	74	*=100
	January, 1990	5	10	7	78	*=100
f.	Watch news magazine shows such as 60 Minutes or 20/20	36	38	15	11	*=100
	July, 1994	43	43	8	6	*=100
	February, 1994	45	36	11	8	0=100
	May, 1993	52	37	6	5	*=100
	Feb, 1993	49	32	11	8	*=100
	June, 1992	46	40	8	6	*=100
	July, 1990	46	38	8	8	*=100
	June, 1990	50	36	6	8	*=100
	May, 1990	45	37	8	10	*=100
	April, 1990	47	37	7	9	*=100
	March, 1990	41	42	7	10	*=100
	February, 1990	39	41	10	10	0=100
	January, 1990	43	40	8	9	*=100
g.	Watch the Jim Lehrer Newshour[8]	4	10	11	73	2=100
	July, 1994	7	23	11	58	1=100
	February, 1994	6	16	11	66	1=100
	May, 1993	10	24	14	51	1=100
	June, 1992	6	19	17	56	2=100
	July, 1990	7	16	11	66	*=100
	June, 1990	7	16	12	64	1=100
	May, 1990	8	15	11	65	1=100
	April, 1990	6	16	11	66	1=100
	March, 1990	5	19	12	63	1=100
	February, 1990	5	15	11	69	0=100
	January, 1990	6	15	12	67	*=100

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

[8] In previous months the question asked about "MacNeil-Lehrer Newshour." The change in the program name may be cotributing to the decline in viewership.

		Regularly	Sometimes	Hardly Ever	Never	DK
h.	Watch MTV	7	13	16	63	1=100
	July, 1994	6	19	15	60	*=100
	February, 1994[9]	9	18	12	60	1=100
	February, 1993	5	14	15	61	5=100
i.	Listen to Rush Limbaugh's radio show	7	11	11	70	1=100
	July, 1994	6	20	13	61	*=100
j.	Listen to religious radio shows such as "Focus on the Family"	11	14	13	62	*=100
k.	Watch TV shows such as A Current Affair, Hard Copy or Inside Edition	19	35	20	26	*=100
	July, 1994	24	40	18	18	0=100
	February, 1994[10]	19	34	18	29	*=100
l.	Watch the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones	10	14	17	59	*=100

ITEM m. ASKED APRIL 22-25 ONLY [N=975]

		Regularly	Sometimes	Hardly Ever	Never	DK
m.	Watch Court TV -- a cable channel	4	13	12	70	1=100
	February, 1993	7	18	14	45	16=100

Q.14   Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never. (First,) how about... **(READ AND ROTATE)**

		Regularly	Sometimes	Hardly Ever	Never	DK
a.	News magazines such as Time, U.S. News, or Newsweek	15	35	20	30	*=100
	July, 1994	18	41	18	23	*=100
	February, 1994	16	31	23	30	*=100
	May, 1993	24	39	14	23	*=100
	June, 1992	20	39	18	23	*=100
	July, 1990	18	34	18	30	*=100
	June, 1990	21	39	16	24	*=100
	May, 1990	17	34	19	30	*=100
	April, 1990	20	35	16	29	*=100
	March, 1990	16	35	19	30	*=100
	February, 1990	17	36	18	29	0=100
	January, 1990	18	34	17	31	0=100

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

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

Q.14 con't ...

		Regularly	Sometimes	Hardly Ever	Never	DK
b.	Business magazines such as					
	Fortune and Forbes	5	17	16	62	*=100
	July, 1994	5	21	21	53	0=100
	February, 1994	6	15	17	62	*=100
	June, 1992	5	17	21	57	*=100
	July, 1990	5	15	14	66	*=100
	June, 1990	6	16	16	62	*=100
	May, 1990	4	14	15	67	*=100
	April, 1990	5	15	14	66	*=100
	March, 1990	5	14	14	67	0=100
	February, 1990	4	12	14	70	*=100
	January, 1990	5	13	14	68	0=100
c.	The National Enquirer,					
	The Sun or The Star	5	11	12	72	*=100
	July, 1994	5	13	16	66	*=100
	June, 1992	5	13	14	68	*=100
	March, 1990	5	15	13	67	*=100
	February, 1990	7	13	13	67	*=100
	January, 1990	7	12	13	68	0=100

Q.15 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics -- regularly, sometimes, rarely or never? **(SELECTED TRENDS SHOWN)**

		March 1996	Oct 1995	April 1995	Nov 1994	July 1994	Dec 1993	April 1993
13	Regularly	18	18	19	16	17	23	23
23	Sometimes	28	33	30	31	29	22	32
25	Rarely	24	25	24	26	24	25	23
39	Never	30	24	27	26	30	30	22
*	Don't know/Refused	*	*	*	1	*	0	*
100		100	100	100	100	100	100	100

ROTATE IN BLOCKS: NEWSPAPER (16, 16a/17, 17a); NETWORK NEWS (18, 18a/19, 19a), AND LOCAL NEWS (20, 20a/21, 21a).

ON A DIFFERENT SUBJECT...
ASK Q.16 AND Q.16a OF FORM 1 ONLY: [N=888]
Q.16F1 Thinking about the daily newspaper you are most familiar with, would you say it has gotten better or worse over the past five years? [**IF RESPONDENT SAYS SAME, PROBE:** But if you had to say it has gotten better or worse, which would you say?]

    42   Better -- **GO TO Q.16a**

    30   Worse -- **GO TO Q.16a**

    17   Same (VOL) -- **GO TO Q.18**

    11   Don't know/Refused --**GO TO Q.18**
    100

IF RESPONDENT ANSWERED "1" BETTER OR "2" WORSE IN Q.16, ASK:
Q.16aF1 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "BETTER" TO Q.16F1: [N=378]
    29   Better/More in-depth coverage
    19   More interesting features/Sections
    15   Broad range of topics
    12   Easier to read/Better format
    12   More focus on local news/Events
    10   Keeps me up-to-date/Informed
    10   Better quality of reporting/Reporters
    5   Coverage is more direct/Targeted/Focused
    4   Fair/Objective/Unbiased coverage
    *   Better communication vehicle
    8   Other
    8   Don't know/No answer

BASED ON THOSE WHO ANSWERED "WORSE" TO Q.16F1: [N=269]
    18   Focus is on the negative/"Bad news"
    15   Poor format
    12   Coverage is shallow
    12   Coverage is not objective/Biased
    9   Too much gossip/Sensationalism
    8   Not enough focus on local news/Events
    8   Not informative enough
    8   Too liberal
    6   Not credible
    6   Poor quality of reporting/Reporters
    4   Range of topics covered is too limited
    3   Coverage is not focused
    3   Poor communication vehicle/Doesn't keep me up-to-date/Informed
    2   Prices are too high
    2   Too opinionated
    1   Boring
    9   Other
    2   Don't know/No answer

ASK Q.17 AND Q.17a OF FORM 2 ONLY: [N=863]

Q.17F2 Generally, would you say you spend MORE time reading the newspaper these days or LESS time reading the newspaper than you did a few years ago? [**IF RESPONDENT SAYS SAME, PROBE:** But if you had to say you spend more time or less, which would you say?]

    51   More -- **GO TO Q.17a**

    38   Less -- **GO TO Q.17a**

     9   Same **(VOL)** -- **GO TO Q.19**

     2   Don't know/Refused -- **GO TO Q.19**
    100

IF RESPONDENT ANSWERED "1" MORE OR "2" LESS IN Q.17, ASK:

Q.17aF2 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "MORE" IN Q.17F2: [N=441]
    43   Have more time
    20   More interest in it
    18   To keep up-to-date/Informed
     6   Hobby/Like to read
     5   Have easy access to it
     5   Something to do
     5   Increased awareness of current issues/Greater concern
     4   So much going on now/Greater influx of information in all forms of media
     4   Greater concern regarding the issues/Topics of the day
     3   Features
     3   Have subscription
     2   Broader range of topics/Issues covered/Features
     3   Other
     2   Don't know/No answer

BASED ON THOSE WHO ANSWERED "LESS" IN Q.17F2: [N=328]
    52   No time/Too busy
    16   Get the same information from other forms of media
    10   Don't have subscription/Don't get paper as often/Just not readily available
     9   No interest in it
     4   Focus on negative/"Bad news"/Not enough good news
     4   Poor health/Can't see well
     3   Cost/Cutting back/Can't afford it
     2   Too much gossip/Sensationalism
     2   Biased/Slanted coverage
     2   Coverage is not credible
     3   Other
     1   Don't know/No answer

Q.18F1 Thinking about the national network news --- the ABC News with Peter Jennings, the CBS News with Dan Rather, NBC with Tom Brokaw, and CNN -- would you say it has gotten better or worse over the past five years? [**IF RESPONDENT SAYS SAME, PROBE:** But if you had to say it has gotten better or worse, which would you say?]

		Feb 1993
53	Better -- **GO TO Q.18a**	69
18	Worse -- **GO TO 18a**	14
12	Same (VOL) -- **GO TO Q.20**	7
17	Don't Know/Refused -- **GO TO Q.20**	10
100		100

IF RESPONDENT ANSWERED "1" BETTER OR "2" WORSE IN Q.18, ASK:

Q.18aF1 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "BETTER" TO Q.18F1: [N=459]

		Feb 1993
38	More depth/Thorough coverage/Follow-up	28
15	More informative/Educational	17
8	Quicker response/More immediate	9
7	Like anchorpeople/Specific network	5
7	More interesting/Less dry and boring	2
7	Better technology/More capabilities	3
7	Reporters better informed/Educated	6
6	More truthful/Honest/Direct	8
4	Less biased/More objective	5
2	Just like it better/Enjoy it more	8
2	More news programming available	7
2	More relevant to me personally	4
6	Other (**SPECIFY**)	1
10	Don't know/Refused	6

BASED ON THOSE WHO ANSWERED "WORSE" TO Q.18F1: [N=170]

		Feb 1993
26	Too sensationalist/Just after ratings	18
22	Biased/Not objective	35
16	No substance/Shallow/Superficial/Fluff	11
16	Too much focus on negative	10
7	Too violent	6
5	Influence public opinion too much	2
4	Orientation towards personalities/Egos	4
4	Just don't like it	8
2	Not relevant to me personally	1
1	Just after ratings	--
8	Other (**SPECIFY**)	2
7	Don't know/Refused	8

ASK Q.19 AND Q.19a OF FORM 2 ONLY: [N=863]

Q.19F2   Thinking about the national network news --the ABC News with Peter Jennings, the CBS News with Dan Rather, NBC with Tom Brokaw, and CNN -- would you say you spend MORE time or LESS time watching it than you did a few years ago? [**IF RESPONDENT SAYS SAME, PROBE:** But if you had to say you spend more time or less, which would you say?]

56	More -- **GO TO Q.19a**
32	Less -- **GO TO Q.19a**
10	Same **(VOL)** -- **GO TO Q.21**
2	Don't know/Refused -- **GO TO Q.21**
100	

IF RESPONDENT ANSWERED "1" MORE OR "2" LESS IN Q.19, ASK:

Q.19aF2 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "MORE" TO Q.19F2: [N=486]

42	Have more time
26	More interest in it
14	To keep up-to-date/Informed
9	Increased awareness of current issues/Greater concern
6	Prefer over other forms of media
6	So much going on now/Greater influx of information in all forms of media
5	Greater concern regarding the issues/Topics of the day
4	Something to do
1	Features
1	Have easy access to it
*	Broader range of topics/Issues covered/Features
5	Other
3	Don't know/No answer

BASED ON THOSE WHO ANSWERED "LESS" TO Q.19F2: [N=268]

48	No time/Too busy
12	No interest in it
11	Don't watch TV much
10	Get the same information from other forms of media
5	Biased/Slanted coverage
5	Coverage is not credible
4	Don't have TV/Don't watch TV much/Just not readily available
3	Too much gossip/Sensationalism
3	Too liberal
3	Focus on negative/"Bad news"/Not enough good news
1	Poor health/Can't see well
4	Other
5	Don't know/No answer

ASK Q.20 AND Q.20a OF FORM 1: [N=888]

Q.20F1   And thinking about the local television news in your area --- that usually comes on before the national news and again at 10 or 11 p.m., -- would you say it has gotten better or worse over the past five years? [**IF RESPONDENT SAYS SAME, PROBE**: But if you had to say it has gotten better or worse, which would you say?]

		Feb 1993
53	Better -- **GO TO Q.20a**	60
22	Worse -- **GO TO Q.20a**	18
12	Same (VOL) -- **GO TO Q.22**	12
13	Don't Know/Refused -- **GO TO Q.22**	10
100		100

IF RESPONDENT ANSWERED "1" BETTER OR "2" WORSE, IN Q.20 ASK:

Q.20aF1 Why is that? (open-end)

		Feb 1993
BASED ON THOSE WHO ANSWERED "BETTER" TO Q.20F1: [N=481]		
49	More depth/Thorough coverage/Follow-up	28
12	Reporters better informed/Educated	5
11	More relevant to me personally	10
10	Better technology/More capabilities	5
8	Just like it better/Enjoy it more	9
6	More interesting/Less dry and boring	5
3	Like anchorpeople/Specific network	7
2	Quicker response/More immediate	7
2	More truthful/Honest/Direct	5
2	More news programming available	7
2	Less biased/More objective	3
--	More informative/Educational	10
7	Other (**SPECIFY**)	1
6	Don't know/Refused	6

		Feb 1993
BASED ON THOSE WHO ANSWERED "WORSE" TO Q.20F1: [N=198]		
36	Too much focus on negative	20
25	No substance/Shallow/Superficial/Fluff	11
17	Too sensationalist/Just after ratings	23
9	Biased/Not objective	9
3	Influence public opinion too much	1
3	Just don't like it	10
2	Not relevant to me personally	4
2	Orientation towards personalities/Egos	2
1	Just after ratings	--
10	Other (**SPECIFY**)	4
6	Don't know/Refused	6

ASK Q.21 AND Q.21a OF FORM 2 ONLY: [N=863]

Q.21F2 And thinking about the local television news in your area --- that usually comes on before the national news and again at 10 or 11 p.m., -- would you say you spend MORE time or LESS time watching it than you did a few years ago? [**IF RESPONDENT SAYS SAME, PROBE:** But if you had to say you spend more time or less, which would you say?]

    57   More -- **GO TO Q.21a**

    29   Less -- **GO TO Q.21a**

    13   Same **(VOL)** -- **GO TO Q.22**

    <u> 1</u>   Don't know/Refused -- **GO TO Q.22**
    100

IF RESPONDENT ANSWERED "1" MORE OR "2" LESS IN Q.21, ASK:

Q.21aF2 Why is that? (open-end)

BASED ON THOSE WHO ANSWERED "MORE" TO Q.21F2: [N=491]
    44   Have more time
    23   To keep up-to-date/Informed
    18   More interest in it
    7   Increased awareness of current issues/Greater concern
    5   Greater concern regarding the issues/Topics of the day
    4   Something to do
    4   Have easy access to it
    3   So much going on now/Greater influx of information in all forms of media
    3   Prefer over other forms of media
    1   Features
    1   Broader range of topics/Issues covered/Features
    3   Other
    5   Don't know/No answer

BASED ON THOSE WHO ANSWERED "LESS" TO Q.21F2: [N=250]
    50   No time/Too busy
    14   No interest in it
    9   Focus on negative/"Bad news"/Not enough good news
    8   Get the same information from other forms of media
    8   Don't watch much TV
    4   Don't have TV/Don't watch TV much/Just not readily available
    3   Biased/Slanted coverage
    2   Too much gossip/Sensationalism
    2   Coverage is not credible
    1   Poor health/Can't see well
    5   Other
    3   Don't know

ASK ALL:

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

Q.22   Who is the Speaker of the U.S. House of Representatives?

		June 1995	Feb 1995
50	Newt Gingrich *(correct answer)*	53	52
3	Other answer	52	4
47	Don't know	44	44
100		100	100

Q.23   Do you happen to know which political party has a majority in the U.S. House of Representatives?

		June 1995
70	Republicans *(correct answer)*	73
8	Democrats	5
22	Don't know/Refused	22
100		100

Q.24   Do you happen to know what the federal minimum wage is today? **(DO NOT READ RESPONSES)**

5	Less than $4.25
42	$4.25 *(correct answer)*
36	$4.26-$5.99
2	$6.00 or more
15	Don't know/Refused
100	

Q.25   Do you happen to know the names of any of the countries President Clinton has visited in his most recent trip overseas? **(DO NOT READ RESPONSES; DO NOT PROBE) (ACCEPT MULTIPLE RESPONSES)**

27	Named one or more countries
	19 Named only one country
	8 Named two or more countries
	5 Named all three countries
73	Unable to name any countries
100	

ON A DIFFERENT SUBJECT...

Q.26   I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First **(READ AND ROTATE)**

		Very Closely	Somewhat Closely	Not Very Closely	Not At all Closely	Don't Know
a.	News about political figures and events in Washington	16	43	28	13	*=100
b.	Sports	26	28	21	25	*=100
c.	Business and finance	13	37	31	19	*=100
d.	International affairs	16	46	26	12	*=100
e.	Local government	24	43	21	12	*=100
f.	Religion	17	31	29	23	*=100
g.	People and events in your own community	35	44	14	7	*=100
h.	Entertainment	15	42	29	14	*=100
i.	Consumer news	14	45	26	15	*=100
j.	Science and technology	20	42	24	14	*=100
k.	Health	34	44	14	7	1=100
l.	Famous people	13	39	32	15	1=100
m.	Crime	41	43	10	6	*=100
n.	Culture and the arts	9	34	32	25	*=100

ON ANOTHER SUBJECT...

Q.27 How have you been getting most of your news about the Presidential election campaign? From television, from newspapers, from radio, from magazines or from computer on-line sources? (**ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ADDITIONAL RESPONSES**)

		Feb 1996	Nov 1992	Sept 1992	Jun 1992	May 1992	March 1992	Feb 1992
81	Television	85	82	83	84	86	83	80
48	Newspapers	56	57	49	55	51	48	49
21	Radio	21	12	13	18	17	14	18
6	Magazines	5	9	5	7	6	4	4
2	On-line sources	2	n/a	n/a	n/a	n/a	n/a	n/a
3	Other	1	6	4	4	3	3	3
1	Can't say	1	1	1	*	1	*	1

IF ANSWERED "1" TELEVISION IN Q.27, ASK:

Q.28 Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN? (**ACCEPT TWO RESPONSES; <u>DO NOT PROBE</u>**)

		Feb 1996[11]	Nov 1992	Sept 1992	June 1992	May 1992	March 1992	Feb 1992
48	Network	50	55	37	50	46	41	40
42	Local	52	29	36	38	40	32	37
28	CNN	39	29	33	34	34	30	29
2	Other (**VOL**)	4	2	4	2	4	2	2
1	Can't say	*	1	2	1	1	2	1

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[11] The percentages from the February 1996 survey are not comparable to the trend because of a difference in the probe.

Q.29 Now I'd like to ask you about some other ways in which you might be getting news about the presidential campaign. For each item that I read, please tell me how often if ever you learn something about the presidential campaign or the candidates from this source. (First,) how often, if ever, do you learn something about the presidential campaign or the candidates from **(INSERT ITEM, ROTATE)** -- regularly, sometimes, hardly ever, or never?

		Regularly	Sometimes	Hardly Ever	Never	DK
a.	Religious radio shows, such as "Focus on the Family"	6	12	15	67	*=100
b.	Christian Broadcasting Network	6	12	16	65	1=100
c.	Talk Radio shows	12	25	24	39	*=100
d.	MTV	3	10	12	74	1=100
e.	Late night TV shows such as David Letterman and Jay Leno	6	19	19	56	0=100

ON ANOTHER SUBJECT...

Q.30   I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. (First,) would you describe your opinion of (**INSERT ITEM: ROTATE ITEMS a.-f. AND g.-l.**) as very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? (**INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE"**)

		Very Favor-able	Mostly Favor-able	Mostly Unfavor-able	Very Unfavor-able	Never Heard Of	Can't Rate
a.	Network television news	21	58	13	4	0	4=100
	January, 1996	25	58	11	4	*	2=100
	June, 1995	16	51	21	9	*	3=100
	July, 1994	17	52	22	7	*	2=100
	May, 1993	23	58	12	3	0	4=100
	January, 1992	27	55	11	2	0	5=100
	November, 1991	24	51	16	5	0	4=100
	March, 1991	40	51	5	2	0	2=100
	May, 1990	22	60	12	3	*	3=100
	August, 1989	28	54	11	3	4=100	
	February, 1989	21	61	12	3	3=100	
	August[12], 1988	29	52	9	5	5=100	
	May, 1988	20	58	14	4	4=100	
	January 27, 1988	12	69	13	3	3=100	
	January 7-18, 1988	18	60	14	4	4=100	
	October, 1987	19	62	10	3	6=100	
	May, 1987	21	63	11	3	2=100	
	January, 1987	19	55	16	6	4=100	
	July, 1986	30	53	10	4	3=100	
	August, 1985	30	51	8	2	7=100	
	June, 1985	25	59	8	2	6=100	
b.	Local TV news	26	58	10	3	*	3=100
	January, 1996	28	56	10	4	*	2=100
	March, 1991	37	52	6	2	*	3=100
	August, 1989	27	53	11	4	5=100	
	July, 1985	27	57	9	2	5=100	

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[12]   Based on Registered Voters

Q.30 con't ...

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
c.	The daily newspaper you						
	are most familiar with	24	56	12	4	0	4=100
	January, 1996	27	52	11	5	*	5=100
	June, 1995	22	52	14	7	1	4=100
	July, 1994	23	57	13	5	*	2=100
	May, 1993	26	55	10	4	0	5=100
	January, 1992	27	51	13	5	0	4=100
	November, 1991	24	56	11	5	0	4=100
	March, 1991	30	55	7	3	*	5=100
	May, 1990	22	56	12	5	*	5=100
	August, 1989	25	52	12	5		6=100
	February, 1989	22	56	13	4		5=100
	August[13], 1988	30	48	10	5		7=100
	May, 1988	19	59	13	4		5=100
	January 27, 1988	19	62	11	3		5=100
	January 7-18, 1988	21	59	12	4		4=100
	October, 1987	21	58	9	4		8=100
	May, 1987	22	59	12	3		4=100
	January, 1987	19	57	13	6		5=100
	July, 1986	28	51	11	6		4=100
	August, 1985	25	52	10	5		8=100
	June, 1985	25	56	8	3		8=100
d.	Congress	6	39	37	13	0	5=100
	January, 1996	4	38	38	16	*	4=100
	October, 1995	4	38	42	13	0	3=100
	August, 1995	5	40	34	13	*	7=100
	June, 1995	8	45	31	11	*	5=100
	February, 1995	10	44	27	10	0	9=100
	July, 1994	7	46	34	9	*	4=100
	May, 1993	8	35	35	13	0	9=100
	November, 1991	7	44	34	9	0	6=100
	May, 1990	6	53	25	9	1	6=100
	May, 1988	8	56	23	5	0	8=100
	January, 1988	6	58	25	4	0	7=100
	May, 1987	10	64	16	4	*	6=100
	January, 1987	7	52	23	8	0	10=100
	June, 1985	9	58	21	5	*	7=100
e.	Tobacco companies	4	16	33	42	*	5=100
	July, 1994	6	18	35	38	*	3=100

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[13]   Based on Registered Voters

Q.30 con't ...

		Very Favor-able	Mostly Favor-able	Mostly Unfavor-able	Very Unfavor-able	Never Heard Of	Can't Rate
f.	Labor unions	10	37	28	17	*	8=100
	February, 1996	17	37	27	14	*	5=100
	July, 1994	14	43	28	10	*	5=100
	June, 1985	9	37	30	17	*	7=100
g.	Bill Clinton	16	41	24	16	0	3=100
	February, 1996	20	35	22	21	0	2=100
	January, 1996	13	43	27	15	0	2=100
	August, 1995	13	36	29	20	0	2=100
	February, 1995	14	41	25	17	0	3=100
	December, 1994	17	34	24	22	0	3=100
	July, 1994	15	43	25	16	*	1=100
	May, 1993	18	42	23	12	0	5=100
	July, 1992	17	42	25	9	0	7=100
	June, 1992	10	36	33	14	1	6=100
	May, 1992	11	42	32	10	*	5=100
	March, 1992	10	43	29	11	1	6=100
	February, 1992	15	44	24	7	2	8=100
	January, 1992	9	28	11	4	27	21=100
	November, 1991	5	25	8	2	39	21=100
h.	Hillary Clinton	12	37	27	19	0	5=100
	February, 1996	14	28	27	27	0	4=100
	January, 1996	10	32	28	26	0	4=100
	October, 1995	14	44	24	14	-	4=100
	August, 1995	16	33	25	22	*	4=100
	July, 1994	19	38	22	18	1	2=100
	May, 1993	19	41	18	11	1	10=100
i.	Bob Dole	10	38	29	15	1	7=100
	February, 1996	12	43	24	15	1	5=100
	January, 1996	8	44	28	15	*	5=100
	August, 1995	12	37	26	12	2	11=100
	February, 1995	17	41	18	10	4	10=100
	December, 1994	17	41	18	10	5	9=100
	July, 1994	14	45	19	9	6	7=100
	May, 1993	11	37	20	8	11	13=100
	May, 1990	7	45	15	5	13	15=100
	May, 1987	9	51	11	3	9	17=100

		Very Favor- able	Mostly Favor- able	Mostly Unfavor- able	Very Unfavor- able	Never Heard Of	Can't Rate
j.	Ross Perot	7	26	36	24	*	7=100
	August, 1995	11	29	33	20	*	7=100
	February, 1995	12	26	34	20	1	7=100
	July, 1994	13	38	29	16	1	3=100
	May, 1993	21	43	21	10	*	5=100
	July, 1992	18	30	21	14	1	16=100
	June, 1992	18	35	18	8	5	16=100
	May, 1992	11	39	20	7	2	21=100
	March, 1992	11	18	15	6	29	21=100
k.	Elizabeth Dole	11	32	17	9	5	26=100
l.	Pat Buchanan	5	21	34	29	2	9=100
	February, 1996	12	33	25	19	2	9=100
	Gallup: January, 1996		24		29	24	23=100
	March, 1992	6	25	34	19	3	13=100
	February, 1992	12	44	20	10	2	12=100
	January, 1992	6	27	21	9	18	19=100

-- NO QUESTION 31 --

ON ANOTHER SUBJECT...

Q.32 In the way they have been covering the Presidential race so far, do you think that news organizations are biased in favor of the Democrats, biased in favor of the Republicans, or don't you think news organizations have shown any bias one way or the other?

		Aug 1988	Jan 1988	Nov 1987
20	Democratic bias	22	9	16
14	Republican bias	7	10	11
53	No bias	58	58	62
13	Don't know/Refused	13	23	11
100		100	100	100

-- NO QUESTION 33 --

Q.34   In general, would you describe your political views as ...**(READ)**

		July 1994
7	Very conservative	7
31	Conservative	32
39	Moderate	39
14	Liberal, OR	15
5	Very liberal?	4
4	Don't know/Refused **(DO NOT READ)**	3
100		100

Q.35   Do you use a computer at your workplace, at school or at home on at least an occasional basis?

		March 1996	Feb 1996	Jan 1996
58	Uses a PC at home, work or school	61	60	59
42	Does not use PC	39	40	41
*	Don't know/Refused	*	0	0
100		100	100	100

IF YES:
Q.36   Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

		March 1996	Feb 1996	Jan 1996
BASED ON TOTAL RESPONDENTS:				
21	Goes on-line	22	21	21
37	Does not go on-line	39	39	38
*	Don't know/Refused	0	*	0
42	Not a computer user	39	40	41
100		100	100	100

Q.37 Do you ever go on-line to get information on current events, public issues and politics? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		March 1996	Feb 1996	Jan 1996
BASED ON TOTAL RESPONDENTS:				
1	Everyday	2	1	2
1	3-5 days/week	3	2	2
4	1-2 days/week	5	4	3
4	Once every few weeks	3	3	3
1	Less Often	1	2	1
10	No/Never	8	9	10
*	Don't know/Refused	0	0	*
37	PC user, Does not go on-line	39	39	38
42	Not a computer user	39	40	41
100		100	100	100

IF RESPONDENT ANSWERED 1,2,3 OR 4 IN Q.37 ASK:

Q.37a Do you ever go on-line to get information about the 1996 presidential campaign? **IF YES:** How often do you go on-line for this type of information... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		March 1996	Feb 1996
BASED ON TOTAL RESPONDENTS:			
*	Everyday	*	*
1	3-5 days/week	1	1
1	1-2 days/week	2	2
1	Once every few weeks	1	1
*	Less Often	*	*
7	No/Never	9	6
*	Don't know/Refused	0	0
11	Does not go on-line for political/public issues	9	11
37	PC user, Does not go on-line	39	39
42	Not a computer user	39	40
100		100	100

Q.38	Do you currently live in an area where you could get Cable TV if you wanted it?

		Feb 1994
92	Yes -- **GO TO Q.38a**	89
8	No -- **GO TO D.1**	10
*	Don't know/Refused -- **GO TO D.1**	1
100		100

Q.38a	Do you currently subscribe to Cable TV?

		Feb 1994
BASED ON TOTAL RESPONDENTS:		
69	Yes	64
23	No	25
8	Don't know/Refused	11
100		100

ON A DIFFERENT SUBJECT:

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

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.	USA Today	20	34	20	9	3	14=100
	February, 1993	20	36	21	7	1	15=100
	August, 1989	21	32	18	5	6	18=100
	June, 1985	13	26	13	2	4	42=100
b.	ABC News	30	44	17	5	*	4=100
	February, 1993	34	42	17	4	*	3=100
	August, 1989	30	46	14	3	1	7=100
	June, 1985	32	51	11	1	*	5=100
c.	Bernard Shaw	9	22	16	10	18	25=100
d.	The Wall Street Journal	28	29	13	7	3	20=100
	February, 1993	30	32	14	6	2	16=100
	August, 1989	30	26	9	3	6	26=100
	June, 1985	25	23	6	2	1	43=100
e.	The daily newspaper you are most familiar with	24	37	26	8	*	5=100
	February, 1993	22	41	25	8	*	4=100
	August, 1989	26	41	24	7	*	2=100
	June, 1985	28	52	13	2	*	5=100
f.	Large nationally influential newspapers - such as the New York Times, Washington Post, and Los Angeles Times	14	36	18	10	3	19=100
	June, 1985	16	34	11	3	1	35=100
g.	The Associated Press	14	40	22	9	3	12=100
	February, 1993	16	39	23	7	3	12=100
	August, 1989	21	43	18	4	6	9=100
	June, 1985	21	40	11	2	2	24=100
h.	CNN	34	37	14	4	1	10=100
	February, 1993	41	35	10	4	2	8=100
	August, 1989	33	31	11	2	8	16=100
	June, 1985	20	24	7	1	10	38=100
i.	Christian Broadcasting Network	20	18	21	13	6	22=100

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
j.	NBC News	28	46	18	5	*	3=100
	February, 1993	31	42	18	6	*	3=100
	August, 1989	32	47	14	2	*	5=100
	June, 1985	31	51	12	1	*	5=100
k.	Peter Jennings	27	37	18	8	2	8=100
	February, 1993	34	40	15	4	2	5=100
	August, 1989	35	39	11	3	5	7=100
	June, 1985	33	41	8	1	8	9=100
l.	Larry King	9	21	28	21	4	17=100
m.	Dan Rather	29	39	18	8	1	5=100
	February, 1993	36	40	14	6	1	3=100
	August, 1989	36	40	13	6	1	4=100
	June, 1985	40	41	8	2	4	5=100
n.	CBS News	30	42	17	6	*	5=100
	February, 1993	31	44	16	5	*	4=100
	August, 1989	29	45	16	4	1	5=100
	June, 1985	33	51	11	1	*	4=100
o.	Tom Brokaw	29	37	18	7	2	7=100
	February, 1993	32	41	16	5	2	4=100
	August, 1989	32	42	14	3	3	6=100
	June, 1985	29	40	8	1	10	12=100
p.	C-SPAN	19	24	12	9	10	26=100

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

		Believe 4	3	2	Cannot Believe 1	Never Heard of	Can't Rate
a.	Bill Clinton	14	31	25	28	*	2=100
	February, 1993	18	35	25	19	*	3=100
b.	Colin Powell	28	36	19	9	2	6=100
	February, 1993	24	31	18	6	13	8=100
c.	Rush Limbaugh	8	15	25	42	3	7=100
d.	Robert Dole	7	25	35	26	2	5=100
e.	Ross Perot	7	22	34	34	*	3=100
	February, 1993	16	32	30	20	*	2=100
f.	Newt Gingrich	4	16	30	41	2	7=100