

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

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

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

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

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

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

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

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

Q.1a CONTINUED

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

ASK ALL:

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

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

ASK ALL:

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

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

ASK ALL:

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

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

NO QUESTION 5

ASK ALL:

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

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

NO QUESTIONS 7 OR 8

INTERVIEWER NOTE: FOR QUESTIONS 9 THROUGH 22 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]

ASK ALL:

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

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

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

	Total Read the paper	Amount of time read the newspaper					Didn't read paper	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
Jun 8-28, 2010	31	4	8	12	7	*	69	*
May, 2008	34	5	9	13	7	*	66	*
April, 2006 ³	40	5	10	15	9	1	60	*
April, 2004	42	5	11	17	9	*	58	*
November, 2002	39	--	--	--	--	--	61	*
April, 2002	41	7	10	15	8	1	59	*
April, 2000	47	9	14	16	8	*	53	*
Late September, 1999	47	9	12	16	10	*	53	*
November, 1998	47	8	11	16	11	1	53	*
April, 1998	48	8	14	17	9	*	52	*
November, 1997	50	8	14	17	10	1	50	0
April, 1996	50	7	15	18	10	*	50	*
June, 1995	52	7	15	18	11	1	48	*
March, 1995	45	9	14	16	6	0	55	*
February, 1994	58	7	15	21	14	1	42	0
January, 1994	49	7	15	17	10	*	50	1
March, 1991	56	n/a	n/a	n/a	n/a	n/a	44	*
Gallup, 1965	71	n/a	n/a	n/a	n/a	n/a	29	0

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

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

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

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

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

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

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

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

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

ASK ALL:

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

ASK IF WATCHED A NEWS PROGRAM ON TV (Q.13=1):

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

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

ASK FORM 2 ONLY [N=1509]:

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

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

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

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

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

ASK ALL:

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

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

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

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

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

Jun 8-28

2010

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

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

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

⁸ For March 1991, based on results from Form 1.

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

Q.18 Did you get any news ONLINE yesterday, or not?⁹

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

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

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

Q.19 **[IF Q.18a=1 READ: And again aside from newspaper websites...]** About how much time did you spend getting news online yesterday? **[DO NOT READ] [IF RESPONDENT VOLUNTEERS "NONE" OR "ZERO", PUNCH 1]**

NET TOTAL GOT NEWS ONLINE YESTERDAY; BASED ON TOTAL:

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

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

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

NET TOTAL READ NEWSPAPER ONLINE YESTERDAY; BASED ON TOTAL:

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

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

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

Q.23 Did you spend any time reading magazines?

Jun 8-28 <u>2010</u>		<u>May 2008</u>	<u>April 2006</u>	<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	Late <u>Sept 1999</u>	<u>April 1998</u>	<u>Nov 1997</u>	<u>June 1995</u>	<u>Feb 1994</u>
19	Yes	23	24	25	23	26	28	29	32	31	33
80	No	77	76	75	77	74	72	71	68	69	67
*	Don't know/Refused (VOL.)	*	*	*	*	*	*	*	*	*	0

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

ASK ALL:

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

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

ASK ALL:

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

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

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

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

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

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

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

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

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

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

NO QUESTION 27**ASK ALL:**

Q.28 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. First, how often do you ... **[INSERT FIRST ITEM; RANDOMIZE. OBSERVE FORM SPLITS]**, regularly, sometimes, hardly ever or never? How about **[INSERT NEXT ITEM]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

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

NO ITEM c.

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

Q.28 CONTINUED...

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

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

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

¹⁴ In April 2004 and April 2002 the item asked about Tom Brokaw.

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

Q.28 CONTINUED...

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

ASK ALL:

k.	Watch the local news about your viewing area which usually comes on before or after the national news in the evening and again later at night					
	Jun 8-28, 2010	50	26	11	12	*
	May, 2008	52	25	9	14	*
	April, 2006	54	23	10	13	*
	April, 2004	59	23	8	10	*
	April, 2002	57	24	8	11	*
	April, 2000 ¹⁶	56	24	9	11	*
	April, 1998	64	22	6	8	*
	February, 1997	72	16	7	5	0
	April, 1996	65	23	7	5	*
	March, 1995	72	18	6	4	*
	May, 1993	77	16	5	4	*
	February, 1993	76	16	5	3	*

¹⁶ In April 2000 and earlier, the item was worded "Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11."

Q.28 CONTINUED...

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

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

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

Q.28 CONTINUED...

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

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

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

ASK ALL:

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

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

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

²² In May 2008, the item asked about "Hannity and Colmes."

ASK ALL:

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

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

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

Q.30 CONTINUED...

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

ASK ALL:

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

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

NO QUESTIONS 32-35

ASK ALL:

Q.36 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, hardly ever or never?²⁴

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

ASK ALL:

Just in general...

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

Jun 8-28 <u>2010</u>		<u>May 2008</u>	<u>April 2006</u>	<u>April 2004</u>	<u>May 2002</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>June 1995</u>	<u>Feb 1994</u>
45	A lot	52	52	52	52	48	45	50	54	53
36	Some	32	34	37	37	36	40	37	34	35
12	Not much	10	9	7	7	11	12	11	8	9
6	Not at all	5	4	3	3	4	3	2	3	2
1	Don't know/Refused (VOL.)	1	1	1	1	1	*	*	1	1

NO QUESTIONS 38 OR 39

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

ASK ALL:

On another subject...

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

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

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

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

Q.40 CONTINUED...

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

ASK ALL:

INT1 Do you use the internet, at least occasionally?

ASK ALL:

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

Jun 8-28

2010

82 Yes to either

18 No/Don't know/Refused to both

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

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

Jun 8-28, 2010

Based on:

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

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

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

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

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

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

Q.42 What websites do you use to get news and information? Just name a few of the websites that you go to the MOST often. **[OPEN END; CODE UP TO THREE RESPONSES; PROBE FOR ADDITIONAL: "Anything else?"]?**

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

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

³⁰

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

ASK IF EVER GETS NEWS ONLINE (Q.41=1-5):

Q.43 Have you ever used search engines such as Google, Yahoo or Bing to search for news on a particular subject you are interested in? **[IF YES]** How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?³¹

Jun 8-28, 2010

Based on:

Total	Based on:			BASED ON ONLINE NEWS USERS		
	Internet users	Online news users		May 2008	April 2006	April 2004
17	21	23	Yes, Every day	13	10	7
16	20	21	Yes, 3-5 days per week	18	14	12
14	17	19	Yes, 1-2 days per week	22	20	15
11	13	14	Yes, Once every few weeks	18	21	18
8	9	10	Yes, Less often	12	15	18
9	12	12	No, Never done this	17	20	30
*	*	*	Don't know/Refused (VOL.)	*	*	*
6	8	--	Not an online news user			
18	--	--	Not an internet user			
[3006]	[2474]	[2266]				

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

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

Jun 8-28, 2010

Based on:

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

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

³² From April 2002 to May 2008 the question asked: "When you go online do you ever come across news when you may have been going online for a purpose other than to get the news?" In April 1998 it asked "When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?" In October 1996 it asked "When you go on-line are you ever EXPOSED to news and information on current events, public issues or politics when you may have been going on-line for a purpose other than to get the news?"

ASK IF INTERNET USER (INT1=1 OR INT2=1):Q.46 How often, if ever, do you read blogs about politics or current events **[READ]**?**Jun 8-28, 2010***Based on:*

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

ASK ALL CELL PHONE OWNERS (Q40c=1):Q.47 Thinking now about any of your cell phones, do you ever use a cell phone to **[INSERT ITEM; READ IN ORDER]** or not?

a. Send or receive text messages

Jun 8-28, 2010*Based on:*

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

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

b. Send or receive email

Jun 8-28, 2010*Based on:*

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

³³ Asked as part of a list of online news activities.

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

c. Access the internet

Jun 8-28, 2010*Based on:*

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

ASK ALL CELL PHONE OWNERS (Q40c=1):

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

Jun 8-28, 2010*Based on:*

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

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

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

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

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

Jun 8-28 2010*Based on:*

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

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

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

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

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

Jun 8-28, 2010*Based on:*

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

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

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

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

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

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

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

Jun 8-28, 2010*Based on:***TREND FOR COMPARISON:****May 2008³⁴**

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

³⁴

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

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

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

Jun 8-28, 2010*Based on:*

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

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

Internet Have SNS				May 2008³⁵
<u>Total</u>	<u>users</u>	<u>profile</u>		<u>Have SNS profile</u>
2	2	4	Regularly	6
8	9	17	Sometimes	18
9	11	20	Hardly ever [OR]	19
27	33	59	Never	57
*	*	*	Don't know/Refused (VOL.)	*
37	45	--	<i>Do not have a social networking profile</i>	
18	--	--	<i>Not an internet user</i>	
[3006]	[2474]	[1264]		

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

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

Jun 8-28, 2010*Based on:*

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

NO QUESTIONS 64-69³⁵

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28, 2010

Based on:

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

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

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

Jun 8-28

2010

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

ASK ALL:

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

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

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

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

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

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

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

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

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

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

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

Q.82 CONTINUED...

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

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

Q.82 CONTINUED...

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

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

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

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

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

Correct answers for each trend in bold

³⁸ In May 2008, and from May 1992 through Late October 2006 this was asked as an open-ended question, without offering response options for Democrats and Republicans. In May 1989 the question was worded "As a result of the election last year which party now has the most members in the U.S. House of Representatives in Washington?"

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

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

Jun 8-28

2010

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

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

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

Jun 8-28

2010

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

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

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

Jun 8-28

2010

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

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

On a different subject...

Q.91 Are you more the kind of person who gets the news at regular times, or are you more the kind of person who checks in on the news from time to time?

Jun 8-28

2010

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

ASK ALL:

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

Jun 8-28

2010

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

³⁹ In April 2006 and earlier, the question wording was: "Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?"

ASK ALL:

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

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

ASK ALL:

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

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

ASK ALL:

Thinking about the news media in general...

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

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

ASK ALL:

Thinking about the news media in general...

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

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

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

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

NO QUESTIONS 96 OR 97

ASK ALL:

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

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

ASK ALL:

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

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

ASK ALL:

Thinking about the government ...

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

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

NO QUESTIONS 101 OR 102

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

ASK ALL:

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

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

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

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

ASK ALL:

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

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

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

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

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

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

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

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

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

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

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

PEW 1-PEW.4 PREVIOUSLY RELEASED

ASK ALL:

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

	Tele- vision	News- papers	Radio	Maga- zines	Internet	(VOL.) Other	(VOL.) DK/Ref
July 8-11, 2010	68	24	17	3	41	2	1
Dec 9-13, 2009	70	32	17	3	35	1	1
July 22-26, 2009	71	33	21	3	42	1	1
December, 2008	70	35	18	5	40	2	1
September, 2007	74	34	13	2	24	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
Early Sept, 2005⁴¹ (Hurricane Katrina)		89	35	17	*	21	3 *
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
March, 2003 (War in Iraq)		89	24	19	*	11	2 *
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
Mid-September, 2001 (Terror Attacks)		90	11	14	*	5	1 1
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
Early January, 1991 (Persian Gulf)		82	40	15	4	--	1 *

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

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

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

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

BASED ON TOTAL:

	<u>Local</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>	<u>CNN</u>	<u>MSNBC</u>	<u>FNC</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>	<i>TV not a main source</i>
July 8-11, 2010	17	9	8	8	17	5	19	4	2	(32)
Dec 9-13, 2009	16	12	8	10	19	6	19	3	2	(30)
July 22-26, 2009	18	11	10	13	22	6	19	3	1	(29)
December, 2008	15	12	9	10	23	8	17	4	2	(30)
September, 2007	18	11	8	13	22	7	16	3	2	(26)
August, 2006	13	10	9	12	24	6	20	6	1	(28)
November, 2005	16	14	12	15	24	8	22	5	3	(27)
Early Sept, 2005⁴² (Hurricane Katrina)	19	14	8	12	31	9	22	3	3	(11)
June, 2005	13	12	9	12	18	5	16	2	4	(26)
December, 2004	15	11	9	14	20	6	19	3	3	(26)
October, 2003	17	12	8	13	20	6	17	--	4	(20)
August, 2003	17	12	10	15	26	7	18	3	4	(21)
Early July, 2003	17	12	11	14	27	9	22	3	3	(21)
January, 2002	16	11	11	15	28	8	16	4	2	(18)

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

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

PEW.11 As I name some organizations, please rate how much you think you can BELIEVE each that I name on a scale of 4 to 1. On this four point scale, "4" means you can believe all or most of what the organization says, and "1" means you believe almost nothing of what they say.

First, how would you rate the believability of [READ ITEM. RANDOMIZE LIST] on this scale of 4 to 1? How about [NEXT ITEM]? [IF NECESSARY: How would you rate the believability of [NEXT ITEM] on this scale of 4 to 1 where "4" means you can believe all or most of what the organization says, and "1" means you believe almost nothing of what they say?]

[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE"]

	Believe	3	2	1	(VOL.)	
					Cannot Believe	Never Heard of
	4				of	(VOL.) Can't Rate
a. USA Today						
July 8-11, 2010	13	30	22	12	1	22
Late May, 2008	13	35	26	8	2	16
June, 2006	15	30	25	10	2	18
May, 2004	15	32	22	8	2	21
May, 2002	15	36	19	6	1	23
May, 2000	17	31	20	7	2	23
May, 1998	18	35	21	5	2	19
April, 1996	20	34	20	9	3	14
February, 1993	20	36	21	7	1	15
August, 1989	21	32	18	5	6	18
June, 1985	13	26	13	2	4	42

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

PEW.11 CONTINUED...

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

PEW.11 CONTINUED...

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

PEW.11 CONTINUED...

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

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