

ICPSR 35576

Biennial Media Consumption Survey [United States, 1998-2002]

*Pew Research Center for the People and
the Press*

Questionnaires

Inter-university Consortium for
Political and Social Research
P.O. Box 1248
Ann Arbor, Michigan 48106
www.icpsr.umich.edu

Terms of Use

The terms of use for this study can be found at:
<http://www.icpsr.umich.edu/icpsrweb/ICPSR/studies/35576/terms>

Information about Copyrighted Content

Some instruments administered as part of this study may contain in whole or substantially in part contents from copyrighted instruments. Reproductions of the instruments are provided as documentation for the analysis of the data associated with this collection. Restrictions on "fair use" apply to all copyrighted content. More information about the reproduction of copyrighted works by educators and librarians is available from the United States Copyright Office.

NOTICE WARNING CONCERNING COPYRIGHT RESTRICTIONS

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MEDIA CONSUMPTION SURVEY
FINAL QUESTIONNAIRE
April 24, 1998

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?]**

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

1 Approve
2 Disapprove
9 Don't know/Refused

- 2 (T) Do you approve or disapprove of the job the Republican leaders in Congress are doing? **(IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the job the Republican leaders in Congress are doing? IF STILL "DEPENDS," ENTER AS CODE 9.) (3-98)**

1 Approve
2 Disapprove
9 Don't know/Refused

On a different subject...

- 3 (T) Do you happen to read any daily newspaper or newspapers regularly, or not? **(4-96)**

1 Yes
2 No
9 Don't know/Refused

- 4 (T) Do you happen to watch any TV news programs regularly, or not? **(4-96)**

1 Yes
2 No
9 Don't know/Refused

5 (T) Do you listen to news on the radio regularly, or not? (4-96)

- 1 Yes
- 2 No
- 9 Don't know/Refused

6 (T) We're interested in how often people watch the major TV network evening news 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 evening news programs regularly, or not? (4-96)

- 1 Yes
- 2 No
- 9 Don't know/Refused

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

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL.)</u>
a.	Allegations of sexual misconduct against Bill Clinton (3-98)	1	2	3	4	9
2.	The debate in Washington over legislation to regulate the tobacco industry		1	2	3	4 9
3.	The end of the TV comedy series Seinfeld			1	2	3 4
	9					
4.	An agreement between Great Britain and the Republic of Ireland on a new form of government for Northern Ireland		1	2	3	4 9
5.	Candidates and election campaigns in your state (11-94)	1	2	3	4	9

INTERVIEWER NOTE: FOR QUESTIONS 8 thru 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".

8 (T) Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not? (11-97)

- 1 Yes -- **GO TO QUESTION 9**
- 2 No -- **GO TO QUESTION 10**
- 9 Don't know/Refused -- **GO TO QUESTION 10**

FORM A ONLY:

IF "YES" IN QUESTION 8, ASK:

9 (A) About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**) (11-97)

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 9 Don't know/Refused

ASK ALL:

10 (T) Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not? (11-97)

- 1 Yes -- **GO TO QUESTION 11**
- 2 No -- **GO TO QUESTION 12**
- 9 Don't know/Refused -- **GO TO QUESTION 12**

FORM A ONLY:

IF "YES" IN QUESTION 10, ASK:

11 (A) About how much time did you spend watching the news or any news programs on TV yesterday? (**DO NOT READ**) (11-97)

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 9 Don't know/Refused

ASK ALL:

12 (T) About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **(DO NOT READ)** (11-97)

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 5 Did not listen
- 9 Don't know/Refused

FORM A ONLY:

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

13 (A) Did you spend any time reading magazines? (11-97)

- 1 Yes — **GO TO QUESTION 14**
- 2 No — **GO TO QUESTION 15**
- 3 Don't know/Refused — **GO TO QUESTION 15**

IF RESPONDENT ANSWERED '1' YES, READ MAGAZINES IN QUESTION 13 ASK:

14 (A) About how much time did you spend reading magazines yesterday? **(DO NOT READ)** (11-97)

- 1 Less than five minutes
- 2 Five to less than ten minutes
- 3 Ten to less than fifteen minutes
- 4 Fifteen to less than twenty minutes
- 5 Twenty to less than thirty minutes
- 6 Thirty minutes to less than one hour
- 7 One hour or more
- 8 Don't know

15 (A) As I read from a list tell me if you did this yesterday or not.

Yesterday did you... **(READ) INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY OR MONDAY, DO NOT ASK ITEMS d and e. (2/94; *items updated in 6-97 & 11-97)**

	<u>Yes</u>	<u>No</u>	<u>Doesn't</u> <u>Apply DK/NA</u>		
a. Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport*;	1	2	9		
b. Use a personal computer at home;	1	2	9		
3. Go online from home (<i>new</i>)		1	2	9	
4. Use a personal computer at work; (<i>new</i>)		1	2	8	9
5. Go online from work (<i>new</i>)		1	2	8	9
6. Call a friend or relative just to talk*;		1	2	9	
7. Have a family meal together;		1	2	9	

ASK ALL:

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

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>Ever</u>	<u>Never</u>	<u>DK</u>
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 (<i>2-97</i>)	1	2	3	4	9
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 (<i>2-97</i>)	1	2	3	4	9

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
c.	Watch Cable News Network (CNN) (2-97)	1	2	3	4	9
d.	Watch C-Span (4-96)	1	2	3	4	9
e.	Listen to National Public Radio (NPR) (4-96)	1	2	3	4	9
f.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline (modified 4/96)	1	2	3	4	9
g.	Watch the Newshour with Jim Lehrer (4-96) ¹	1	2	3	4	9
h.	Watch MTV (4-96)	1	2	3	4	9
i.	Watch TV shows such as Hard Copy or Inside Edition (2-97) ²	1	2	3	4	9
j.	Watch the daytime talk shows Ricki Lake, Jerry Springer, or Jenny Jones (6-97)	1	2	3	4	9
k.	Watch Court TV -- a cable channel (4-96)	1	2	3	4	9
l.	Watch the Today Show, Good Morning America or The CBS Morning News (new item)	1	2	3	4	9
m.	Watch CNBC (new)	1	2	3	4	9
n.	Watch the Fox News CABLE Channel (new)	1	2	3	4	9

¹In 1996 this question was worded, "The Jim Lehrer Newshour."

²In previous years this question included "A Current Affair."

15.	Watch MSNBC (<i>new</i>)	1	2	3	4	9
-----	----------------------------	---	---	---	---	---

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
p.	Watch the Weather Channel (<i>new</i>)	1	2	3	4	9

17.	Watch ESPN Sports News (<i>new</i>)	1	2	3	4	9
-----	---------------------------------------	---	---	---	---	---

18.	Watch Entertainment Tonight (2/97)	1	2	3	4	9
-----	------------------------------------	---	---	---	---	---

FORM A ONLY:

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

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a.	Watch Larry King Live (<i>new</i>)	1	2	3	4	9

b.	Watch Rivera Live with with Geraldo Rivera (<i>new</i>)	1	2	3	4	9
----	--------------------------------------------------------------	---	---	---	---	---

3.	Listen to Dr. Laura Schlesinger's (pronounce: SLES-en-ger) radio show (<i>new</i>)	1	2	3	4	9
----	--------------------------------------------------------------------------------------------	---	---	---	---	---

4.	Listen to Don Imus' radio show (<i>new</i>)	1	2	3	4	9
----	-----------------------------------------------	---	---	---	---	---

5.	Listen to Howard Stern's radio show (<i>new</i>)	1	2	3	4	9
----	-------------------------------------------------------	---	---	---	---	---

f.	Listen to Rush Limbaugh's radio show (6-97)	1	2	3	4	9
----	------------------------------------------------	---	---	---	---	---

g.	Listen to religious radio shows such as "Focus on the Family" (6-97)	1	2	3	4	9
----	----------------------------------------------------------------------------	---	---	---	---	---

ASK ALL:

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

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>	
a.	News magazines such as Time, U.S. News, or Newsweek (4-96)	1	2	3	4	9	
b.	Business magazines such as Fortune and Forbes (4-96)	1	2	3	4	9	
c.	The National Enquirer, The Sun or The Star (2-97)	1	2	3	4	9	
4.	Personality magazines such as People (2-94)		1	2	3	4	9
5.	Magazines such as The Atlantic Monthly, Harpers or The New Yorker (2-94)		1	2	3	4	9

SPLIT FORM B INTO B1 AND B2**FORM B1 ONLY:**

19

(B1) Now, a different kind of question. Please tell me what one word or phrase best describes your impression of THE NATIONAL NEWS MEDIA. (OPEN ENDED. PROBE FOR UP TO 3 RESPONSES: Are there any other words or phrases that describe your impression of the national news media?)

FORM B2 ONLY:

20

(B2) Now, a different kind of question. Please tell me what one word or phrase best describes your impression of THE LOCAL NEWS MEDIA IN YOUR AREA. (OPEN ENDED. PROBE FOR UP TO 3 RESPONSES: Are there any other words or phrases that describe your impression of the local news media in your area?)

ASK ALL:

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

- 1 Yes — GO TO QUESTION 22
- 2 No — GO TO QUESTION 24
- 9 Don't know/Refused —GO TO QUESTION 24

FORM B ONLY:

IF YES ON QUESTION 21:

22 (B) If you don't have an opportunity to start your day with the news, do you miss it a lot, or doesn't it make that much of a difference to you?

- 1 A lot
- 2 Not Much Difference
- 3 Never miss the news (VOL)
- 9 Don't know/Refused

23 (B) Is your morning news mainly from television, the newspaper, radio or the internet? (ACCEPT MULTIPLE RESPONSES.)

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

ASK ALL:

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

- 1 Yes — GO TO QUESTION 25
- 2 No — GO TO QUESTION 26
- 9 Don't know/Refused — GO TO QUESTION 26

FORM B ONLY:

IF YES ON QUESTION 24:

25 (B) Is that news mainly from television, the newspaper, radio or the internet? (ACCEPT MULTIPLE RESPONSES.)

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

ASK ALL:

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

- 1 Yes — GO TO QUESTION 27
- 2 No —GO TO QUESTION W1
- 9 Don't know/Refused — GO TO QUESTION W1

FORM B ONLY:

IF YES ON QUESTION 26:

27 (B) Is that news mainly from television, the newspaper, radio or the internet? (ACCEPT MULTIPLE RESPONSES.)

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

ASK ALL:

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

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 9 DK/Refused

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

- 1 Yes—GO TO QUESTION 29
- 2 No — GO TO QUESTION W2
- 9 Don't know/Refused — GO TO QUESTION W2

FORM B ONLY:

IF YES ON QUESTION 28:

29 (B) Is that news mainly from television, the newspaper, radio or the internet? (ACCEPT MULTIPLE RESPONSES.)

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

ASK ALL:

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

- 1 Excellent
- 2 Good
- 3 Only fair
- 4 Poor
- 9 DK/Refused

FORM A ONLY:

30 (A) How much do you enjoy keeping up with the news? (**READ CATEGORIES**) (2/94, 6/95)

- 1 A lot
- 2 Some
- 3 Not much
- 4 Not at all
- 9 (**DO NOT READ**) Don't know/Refused

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

- 1 Regularly
- 2 Sometimes
- 3 Rarely
- 4 Never
- 9 Don't know/Refused

32 (A) Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available? (6/95)

- 1 Overloaded
- 2 Like it
- 3 Other (**VOL.**)
- 9 DK/Refused

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.

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

- 1 Newt Gingrich
- 2 Other answer
- 9 Don't know

NO QUESTION 34

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

- 1 Good
- 2 Bad (*correct answer*)
- 3 Depends on type (**VOL**) (*correct answer*)
- 9 Don't know/Refuse

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

- 1 East to west
- 2 West to east (*correct answer*)
- 9 DK/Refuse

Now, on a different subject...

IF RESPONDENT READS DAILY NEWSPAPER ('1' YES IN QUESTION 3) ASK:

37 (A) How much would you miss reading the newspaper, if newspapers were no longer available? (**READ CATEGORIES**) (6-95)

- 1 A Lot
- 2 Some
- 3 Not much
- 4 Not at all
- 9 Don't know/Refused

ASK OF ALL FORM A RESPONDENTS:

38 (A) Generally, how satisfied are you with the choice of things you can see on television these days? Are you ... (**READ**) (2-94)

- 1 Very Satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 5 (**DO NOT READ**) Does not apply/irrelevant/don't care
- 6 Don't know/Refused

39 (A) And how satisfied are you with the choice of NEWS programs available to you on TV these days? Are you ... (**READ**) (2-94)

- 1 Very Satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 5 (**DO NOT READ**) Does not apply/irrelevant/don't care
- 6 Don't know/Refused

ASK ALL:

40 (T) Generally speaking, which is more common for you: At first, do you just decide to watch TV and then flip channels to see what is on, or do you tune in to see a specific program that you know is on at a set time? **(IF BOTH, PROBE: But which would you say you do most often?)** (2/94)³

- 1 Just watch tv, flip around
- 2 Tune in for specific program
- 3 Both
- 9 Don't know/Refused

41 (T) Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **(READ AND ROTATE)** (4-96)

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not At all Closely</u>	<u>DK/ Ref.</u>
a.	News about political figures and events in Washington	1	2	3	4	9
b.	Sports	1	2	3	4	9
c.	Business and finance	1	2	3	4	9
d.	International affairs	1	2	3	4	9
e.	Local government	1	2	3	4	9
f.	Religion	1	2	3	4	9
g.	People and events in your own community	1	2	3	4	9
h.	Entertainment	1	2	3	4	9
i.	Consumer news	1	2	3	4	9
j.	Science and technology	1	2	3	4	9
				Not	Not	

³ In 1994, this question was worded "dial around."

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Very Closely</u>	<u>At all Closely</u>	<u>DK/ Ref.</u>
k.	Health	1	2	3	4	9
l.	Crime	1	2	3	4	9
m.	Culture and the arts	1	2	3	4	9

FORM B ONLY; ROTATE QUESTIONS 42 thru 44:

42 (B) Which of the following two statements best describes you: “I follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening” OR “I follow LOCAL COMMUNITY news closely most of the time, whether or not something important or interesting is happening”? (*modified 1-98*)

- 1 Follow the LOCAL COMMUNITY news closely ONLY when something important or interesting is happening
- 2 Follow the LOCAL COMMUNITY news closely MOST of the time
- 9 Don’t know/Refused

43 (B) Which of the following two statements best describes you: “I follow NATIONAL news closely ONLY when something important or interesting is happening” OR “I follow NATIONAL news closely most of the time, whether or not something important or interesting is happening”? (*modified 1-98*)

- 1 Follow NATIONAL news closely ONLY when something important or interesting is happening
- 2 Follow NATIONAL news closely MOST of the time
- 9 Don’t know/Refused

44 (B) Which of the following two statements best describes you: “I follow INTERNATIONAL news closely ONLY when something important or interesting is happening” OR “I follow INTERNATIONAL news closely most of the time, whether or not something important or interesting is happening”? (*modified 1-98*)

- 1 Follow INTERNATIONAL news closely ONLY when something important or interesting is happening
- 2 Follow INTERNATIONAL news closely MOST of the time
- 9 Don’t know/Refused

FOR QUESTIONS 45 thru 50 SPLIT FORM B INTO B1 AND B2:

FORM B1 ONLY: IF RESPONDENT WATCHES THE NEWS REGULARLY ('1' YES IN QUESTION 4) ASK:

45

(B1) Do you have children between the ages of five and ten living at home with you?

- 1 Yes — **GO TO QUESTION 46**
- 2 No — **GO TO QUESTION 51**
- 3 Don't have any children (VOL.) — **GO TO QUESTION 51**
- 9 Don't know/Refused — **GO TO QUESTION 51**

IF YES TO QUESTION 45:

46

(B1) Do your kids ever watch the news with you, or not?

- 1 Yes — **GO TO QUESTION 51**
- 2 No — **GO TO QUESTION 47**
- 9 Don't know/Refused — **GO TO QUESTION 51**

IF NO TO QUESTION 46:

47

(B1) Do your kids not watch because they're not interested OR because you don't want them to watch?

- 1 Because they're not interested
- 2 Because I don't want them to
- 3 Other (VOL.)
- 9 Don't know/Refused

FORM B2 ONLY; IF RESPONDENT WATCHES THE NEWS REGULARLY ('1' YES IN QUESTION 4) ASK:

48

(B2) Do you have children between the ages of eleven and fourteen living at home with you?

- 1 Yes — **GO TO QUESTION 49**
- 2 No — **GO TO QUESTION 51**
- 3 Don't have any children (VOL.) — **GO TO QUESTION 51**
- 9 Don't know/Refused — **GO TO QUESTION 51**

IF YES TO QUESTION 48:

49

(B2) Do your kids ever watch the news with you, or not?

- 1 Yes — **GO TO QUESTION 51**
- 2 No — **GO TO QUESTION 50**
- 9 Don't know/Refused — **GO TO QUESTION 51**

IF NO TO QUESTION 49:

50

(B2) Do your kids not watch because they're not interested OR because you don't want them to watch?

- 1 Because they're not interested
- 2 Because I don't want them to
- 3 Other (VOL.)
- 9 Don't know/Refused

ASK ALL:

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

- 1. News is not as important today as it once was.
 - 2. A good thing about news magazine shows such as 60 Minutes, 20/20 or Dateline, is that they help me to really understand an issue.
 - 3. There are so many ways to get the news these days that I don't worry when I don't have a chance to read the paper or when I miss my regular news programs.
 - 4. I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic.
- 1 Completely agree
 - 2 Mostly agree
 - 3 Mostly disagree
 - 4 Completely disagree
 - 5 **FOR ITEM d ONLY** — Don't watch the news (VOL)
 - 9 Don't know/Refused

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

- a. Stirs your emotions
- b. Contains information that is helpful in your daily life
- c. Is enjoyable and entertaining
- 4. Fits easily into your daily schedule
- e. Is accurate
- 6. Is timely and up-to-date
- g. Has news personalities who present the news in a caring way
- h. Provides facts and information you can't get elsewhere

5	Extremely important
4	4
3	3
2	2
1	Not at all important
9	Don't know/Refused

NO QUESTION 53

Now on another subject...

54 (T) In general, would you describe your political views as
...(READ) (6-97)

1	Very conservative
2	Conservative
3	Moderate
4	Liberal, OR
5	Very Liberal?
9	Don't know/Refused

55 (T) Do you use a computer at your workplace, at school, or at home on at least an occasional basis? (6-97)

- 1 Yes — **GO TO QUESTION 56**
- 2 No — **GO TO QUESTION 66**
- 9 Don't know/Refuse — **GO TO QUESTION 66**

IF YES:

56 (T) Do you ever use a computer at work, school or home to connect with computers over the Internet, the World Wide Web, or with information services such as America Online or Prodigy? (11-97)

- 1 Yes — **GO TO QUESTION 57**
- 2 No -- **GO TO QUESTION 66**
- 9 Don't know/Refused -- **GO TO QUESTION 66**

IF YES:

57 (T) How frequently do you go online to get news... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often? (6-95)

- 1 Everyday — **GO TO QUESTION 58**
- 2 3-5 days per week — **GO TO QUESTION 58**
- 3 1-2 days per week — **GO TO QUESTION 58**
- 4 Once every few weeks — **GO TO QUESTION 61**
- 5 Less often -- **GO TO QUESTION 61**
- 6 No/Never (VOL) — **GO TO QUESTION 61**
- 9 Don't know/Refused — **GO TO QUESTION 61**

ASK OF RESPONDENTS WHO ANSWERED 1-3 ON QUESTION 57:

58 (T) Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to? (6-95)

- 1 Yes, more often — **GO TO QUESTION 59**
- 2 Yes, less often — **GO TO QUESTION 60**
- 3 Yes, some more, others less — **GO TO QUESTION 60**
- 4 No, about the same — **GO TO QUESTION 61**
- 9 Don't know/Refused — **GO TO QUESTION 61**

ASK RESPONDENTS WHO ANSWERED '1' IN Q.58

59 (T) Which sources are you using MORE often? [ACCEPT MULTIPLE RESPONSES.] (6-95)

- 1 Newspapers
- 2 Television
- 3 Magazines
- 4 Radio
- 5 Other
- 9 Don't know/Refused

ASK RESPONDENTS WHO ANSWERED '2' OR '3' IN Q.58

60 (T) Which sources are you using LESS often? [ACCEPT MULTIPLE RESPONSES.] (6-95)

- 1 Newspapers
- 2 Television
- 3 Magazines
- 4 Radio
- 5 Other
- 9 Don't know/Refused

ASK OF ALL ONLINE USERS (QUESTION 56=1):

61 (T) Please tell me how often, if ever, you engage in each of the following on-line activities. First, how often do you go on-line to **(READ AND ROTATE)**... everyday, 3-5 days per week, 1 or 2 days per week, once every few weeks, less often, or never? (10-96)⁴

		Every- <u>day</u>	3-5 days <u>week</u>	1-2 days <u>week</u>	Every <u>few weeks</u>	Less <u>often</u>	<u>Never</u>	<u>DK</u>
a.	Communicate with other people through on-line forums, discussion lists, or chat groups	1	2	3	4	5	6	9
b.	Get financial information such as stock quotes or corporate information or to buy stocks or bonds	1	2	3	4	5	6	9
c.	Get information about hobbies, movies, restaurants or other entertainment-related activities	1	2	3	4	5	6	9

62 (T) Please tell me how often, if ever you help your children or allow your children to go online

⁴In 1996 this question was asked only of people who go online for "current events, public issues, and politics."

to do research for school projects? **(READ CATEGORIES)**

- 1 Everyday
- 2 3-5 days a week
- 3 1-2 days a week
- 4 Every few weeks
- 5 Less often OR
- 6 Never
- 7 No children in school **(VOL.)**
- 9 Don't know/Refused

ASK ONLY THOSE WHO GO ONLINE FOR NEWS (QUESTION 57 = 1-5) (10-96)

63 (T) Do you sometimes go online to get... **(INSERT ITEM; ROTATE ITEMS)**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Political news	1	2	9
b. Sports news	1	2	9
c. International news	1	2	9
d. News about science and health	1	2	9
e. News about technology	1	2	9
f. Weather	1	2	9
g. Entertainment news	1	2	9
h. Local news	1	2	9

ASK ALL ONLINE USERS (QUESTION 56=1):

64 (T) When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news? (10-96⁵)

- 1 Yes
- 2 No
- 9 Don't know/Refused

65 (T) Have you ever gone online to follow-up or get more information on a news story you saw or heard in a newspaper or magazine or on TV? (10-96)

- 1 Yes
- 2 No
- 9 Don't know/Refused

ASK ALL:

66 (T) Do you currently live in an area where you could get Cable TV if you wanted it? (4-96)

- 1 Yes -- **GO TO QUESTION 67**
- 2 No -- **GO TO QUESTION 68**
- 9 Don't know/Refused -- **GO TO QUESTION 68**

67 (T) Do you currently subscribe to Cable TV? (4-96)

- 1 Yes
- 2 No
- 9 Don't know/Refused

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

	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
a. The New York Times	1	2	9
2. The Wall Street Journal	1	2	9
	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>

⁵In 1996 this question was worded, "When you go online are you ever EXPOSED to news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?"

c.	The Washington Post	1	2	9
4.	The Los Angeles Times	1	2	9
5.	The Chicago Tribune	1	2	9
6.	The Boston Globe	1	2	9
7.	USA Today	1	2	9

FINALLY, I'D LIKE TO ASK YOU A FEW QUESTIONS FOR STATISTICAL PURPOSES ONLY.

D.1 ENTER RESPONDENT'S SEX:

- 1 Male
- 2 Female

D.2 What is your age?

_____ years

D.3 Are you married, divorced, separated, widowed, or never been married?

- 1 Married
- 2 Divorced
- 3 Separated
- 4 Widowed
- 5 Never been married
- 9 Don't know/Refused

ASK OF ALL RESPONDENTS EXCEPT THOSE WHO ANSWERED '3' NO KIDS IN QUESTION 45 OR 48:

D.4a Are you the parent or guardian of any children under 18 now living in your household?

- 1 Yes
- 2 No — **GO TO D.5**
- 9 Don't know/Refused — **GO TO D.5**

D.4b How many of those children are between the ages of 13 and 17?

D.4c How many of those children are between the ages of 5 and 12?

D.4d How many of those children are under the age of 5?

D.5 What is the last grade or class that you completed in school?
(DO NOT READ)

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Business, Technical, or vocational school AFTER high school
- 5 Some college, no 4-year degree
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college (e.g., toward a master's Degree or Ph.D.; law or medical school)
- 9 Don't know/Refused

D.6 Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes - **SEE INSTRUCTION**
- 2 No - **GO TO D.7**
- 9 Don't know/Refused - **GO TO D.7**

[INTERVIEWER: IF RESPONDENT ANSWERED 1 'HISPANIC' IN D.4, ASK: Are you white Hispanic, black Hispanic, or some other race? IF NON-HISPANIC ASK:]

D.7 What is your race? Are you white, black, Asian or some other?

- 1 White
- 2 Black
- 3 Asian
- 4 Other or mixed race
- 9 Don't know/Refused

D.8 What is your religious preference - Protestant, Roman Catholic, Jewish, Mormon, or an orthodox church such as the Greek or Russian Orthodox Church?

- 1 Protestant (Baptist, Christian, Episcopal, Jehovah's Witness, Lutheran, Methodist, Presbyterian, etc.)
- 2 Roman Catholic
- 3 Jewish - **GO TO D.10**
- 4 Orthodox Church (Greek or Russian)
- 5 Mormon (include Church of Jesus Christ of Latter Day Saints)
- 6 Islam/Muslim - **GO TO D.10**
- 7 Other religion (**SPECIFY**)
- 8 No religion, atheist - **GO TO D.10**
- 9 Don't know/Refused

D9. Would you describe yourself as a "born again" or evangelical

Christian, or not?

- 1 Yes, would
- 2 No, would not
- 9 Don't know/Refused

ASK ALL:

D.10 Last year, that is in 1997, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. **(READ)**

- 1 Less than \$10,000
- 2 \$10,000 to under \$20,000
- 3 \$20,000 to under \$30,000
- 4 \$30,000 to under \$40,000
- 5 \$40,000 to under \$50,000
- 6 \$50,000 to under \$75,000
- 7 \$75,000 to under \$100,000
- 8 \$100,000 or more
- 9 Don't know/Refused **(DO NOT READ)**

D.11 In politics today, do you consider yourself a Republican, Democrat or Independent?

- 1 Republican - **SKIP TO D.13**
- 2 Democrat - **SKIP TO D.13**
- 3 Independent
- 4 No Preference
- 5 Other
- 9 Don't know

IF ANSWERED 3, 4, 5 OR 9 IN D.11, ASK:

D.12 As of today do you lean more to the Republican Party or more to the Democratic Party?

- 1 Republican
- 2 Democrat
- 9 Other/Don't know/Refused

ASK ALL:

D.13 In the 1996 Presidential election, did things come up which kept you from voting, or did you happen to vote? (**IF VOTED:** Who did you vote for?)

- 1 Dole
- 2 Clinton
- 3 Perot
- 4 Voted, don't remember for whom
- 5 Did not vote
- 9 Don't know/Refused

ASK ALL:

D.14 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

- 1 Yes, registered
- 2 No, not registered -- **GO TO D.16**
- 9 Don't know/Refused -- **GO TO D.16**

D.15 Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

- 1 Absolutely certain
- 2 Chance registration has lapsed
- 9 Don't know/Refused

D.16 How often would you say you vote...(**READ**)

- 1 Always
- 2 Nearly always
- 3 Part of the time
- 4 Seldom
- 5 Other (**VOL.**)
- 6 Never vote (**VOL.**)
- 9 Don't know/Refused

D.17 Do you own or rent your own home?

- 1 Own
- 2 Rent
- 3 **(DO NOT READ)** Other arrangement
- 9 **(DO NOT READ)** Don't know/Refused

D.18 Are you now employed full-time, part-time or not employed?

- 1 Full-time
- 2 Part-time
- 3 Not employed
- 9 Don't know/Refused

D.19 Which of the following BEST describes the place where you now live?...**(READ)**

- 1 A large city
- 2 A suburb near a large city
- 3 A small city or town
- 4 OR a rural area
- 9 **(DO NOT READ)** Don't know/Refused

D.20 At a later date, news reporters may want to talk further with people who took part in this survey. Would you be willing to talk to a reporter about the survey topics at a convenient time?

- 1 Yes
- 2 No -- **GO TO D.22**
- 9 Don't know/Refused -- **GO TO D.22**

D.21 As part of the selection process, news reporters may receive some brief background information about you and your opinions. So that a reporter might reach you more easily, can you tell me your first name?

- 1 Gave name **(SPECIFY)**
- 2 Declined to be contacted at this point

D.22 CHECK THE DAY OF WEEK INTERVIEW WAS COMPLETED

1 Mon 2 Tues 3 Wed 4 Thurs 5 Fri 6 Sat 7 Sun
END OF INTERVIEW. **THANK RESPONDENT**; Thank you very much for you time.
Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY
FINAL QUESTIONNAIRE

April 20, 2000

(T) = Total sample

(A) = Form A

(B) = Form B

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?]**

1 (T) All in all, are you satisfied or dissatisfied with the way things are going in this country today?

- 1 Satisfied
- 2 Dissatisfied
- 9 No Opinion

Now a different kind of question about where you MIGHT go to get NEWS...

ASK FORM A ONLY:

2 (A) If you heard that the stock market had fallen 1,000 points, where would you go FIRST for more information about this, or wouldn't you be interested in getting more information? **(OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES.)**

ASK FORM B ONLY:

3 (B) If you heard that there had been a major terrorist attack on a large US city, where would you go FIRST for more information about this, or wouldn't you be interested in getting more information? **(OPEN-END; IF TV/TV NEWS, PROBE WITH: What kind of tv/tv news? ACCEPT MULTIPLE RESPONSES.)**

ASK ALL:

On a different subject...

4 (T) Do you happen to read any daily newspaper or newspapers regularly, or not? *(11-98)*

- 1 Yes
- 2 No
- 9 Don't know/Refused

5 (T) Do you happen to watch any TV news programs regularly, or not? *(4-98)*

- 1 Yes
- 2 No
- 9 Don't know/Refused

6 (T) Do you listen to news on the radio regularly, or not? *(4-98)*

- 1 Yes
- 2 No
- 9 Don't know/Refused

- 7 (T) We're interested in how often people watch the major TV network evening news 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 evening news programs regularly, or not? (4-98)

1 Yes
2 No
9 Don't know/Refused

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

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK (VOL.)
a.	News about candidates for the 2000 presidential election {4-00}	1	2	3	4	9
b.	Recent major ups and downs in the U.S. stock market {4-00}	1	2	3	4	9

April 20-23 only:

3.	The debate over whether 6-year-old Elian Gonzalez should be returned to his father {4-00 modified}	1	2	3	4	9
----	----------------------------------------------------------------------------------------------------	---	---	---	---	---

April 24-May 11:

3.	Elian Gonzalez being returned to his father and the debate over what should happen next	1	2	3	4	9
4.	The one-year anniversary of the shootings at Columbine High School in Colorado {new}		1	2	3	4

April 20-27:

5.	The protests in Washington, DC at the annual meetings of the World Bank and the International Monetary Fund {new}	1	2	3	4	9
----	-------------------------------------------------------------------------------------------------------------------	---	---	---	---	---

April 28-May 11:

6.	The government's recommendation that the computer software company Microsoft should be broken up into two separate companies, because it engaged in unfair business practices {new}	1	2	3	4	9
----	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---	---	---	---	---

INTERVIEWER NOTE: FOR QUESTIONS 9 thru 13 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."

9 (T) Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not? (9-99)

- 1 Yes -- **GO TO QUESTION 10**
- 2 No -- **GO TO QUESTION 11**
- 9 Don't know/Refused -- **GO TO QUESTION 11**

FORM A ONLY:

IF "YES" IN QUESTION 9, ASK:

10 (A) About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**) (9-99)

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 9 Don't know/Refused

ASK ALL:

11 (T) Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not? (9-99)

- 1 Yes — **GO TO QUESTION 12**
- 2 No — **GO TO QUESTION 13**
- 9 Don't know/Refused — **GO TO QUESTION 13**

FORM A ONLY:

IF "YES" IN QUESTION 11, ASK:

12 (A) About how much time did you spend watching the news or any news programs on TV yesterday? (**DO NOT READ**) (9-99)

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 9 Don't know/Refused

ASK ALL:

13 (T) About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? (**DO NOT READ**) (9-99)

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 5 Did not listen
- 9 Don't know/Refused

FORM A ONLY:

INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY, BEGIN THIS SERIES WITH “Now, thinking about yesterday...” **OTHERWISE BEGIN WITH** “Again, thinking about yesterday...”

14 (A) Did you spend any time reading magazines? (9-99)

- 1 Yes — **GO TO QUESTION 15**
- 2 No — **GO TO QUESTION 16**
- 9 Don't know/Refused — **GO TO QUESTION 16**

IF RESPONDENT ANSWERED '1' YES, READ MAGAZINES IN QUESTION 14 ASK:

15 (A) About how much time did you spend reading magazines yesterday? (**DO NOT READ**) (9-99)

- 1 Less than five minutes
- 2 Five to less than ten minutes
- 3 Ten to less than fifteen minutes
- 4 Fifteen to less than twenty minutes
- 5 Twenty to less than thirty minutes
- 6 Thirty minutes to less than one hour
- 7 One hour or more
- 9 Don't know

ASK ALL:

16 (T) Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... (**READ AND ROTATE; ITEM d SHOULD ALWAYS DIRECTLY FOLLOW ITEM c; ITEMS u, v AND w SHOULD ALWAYS COME LAST WITH THE SPECIAL INTRO.**) How often do you...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
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 (8-99)	1	2	3	4	9
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 (4-98)	1	2	3	4	9
c.	Watch Cable News Network (CNN) (4-98)	1	2	3	4	9
4.	Watch LOCAL all news cable channels, which feature news about the area where you live {new}	1	2	3	4	9
e.	Watch C-Span (4-98)	1	2	3	4	9
f.	Listen to National Public Radio (NPR) (4-98)	1	2	3	4	9
g.	Watch news magazine shows such as 60 Minutes, 20/20 or Dateline {8-99}	1	2	3	4	9
h.	Watch the Newshour with Jim Lehrer (4-98)	1	2	3	4	9

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
ASK FORM A ONLY:					
i. (A) Watch TV shows such as Cops or America's Most Wanted <i>{new}</i>	1	2	3	4	9

ASK FORM B ONLY:					
j. (B) Watch America's Most Wanted <i>{2-97}</i>	1	2	3	4	9
k. Watch CNBC <i>(4-98)</i>	1	2	3	4	9
l. Watch the Fox News CABLE Channel <i>(4-98)</i>	1	2	3	4	9
13. Watch MSNBC <i>(4-98)</i>	1	2	3	4	9
n. Watch the Weather Channel <i>(4-98)</i>	1	2	3	4	9
o. Watch Sports News on ESPN <i>(4-98 modified)</i>	1	2	3	4	9
16. Watch documentaries on channels such as the History Channel or the Discovery Channel <i>{new}</i>	1	2	3	4	9

ASK FORM A ONLY:					
q.(A) Watch Entertainment Tonight <i>(4-98)</i>	1	2	3	4	9

ASK FORM B ONLY:					
r. (B) Watch TV shows such as Entertainment Tonight or Access Hollywood <i>{new}</i>	1	2	3	4	9
s. Watch the Today Show, Good Morning America or The Early Show <i>(4-98 modified)</i>	1	2	3	4	9
20. Watch Univision or some other Spanish-speaking television network	9	1	2	3	4

Now thinking about different types of daytime television shows, how often do you ... **(INSERT; ROTATE ITEMS u, v, and w)**

u. Watch daytime talk shows such as Ricki Lake or Jerry Springer? <i>{4-98 modified}</i>	1	2	3	4	9
22. Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey <i>{new}</i>	1	2	3	4	9
23. Watch courtroom shows such as Judge Judy and Divorce Court <i>{new}</i>					

ASK ALL:

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

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a.	News magazines such as Time, U.S. News, or Newsweek (4-98)	1	2	3	4	9
b.	Business magazines such as Fortune and Forbes (4-98)	1	2	3	4	9
c.	The National Enquirer, The Sun or The Star (4-98)	1	2	3	4	9
4.	Personality magazines such as People (4-98)	1	2	3	4	9
5.	Magazines such as The Atlantic Monthly, Harpers or The New Yorker (4-98)	1	2	3	4	9

FORM B ONLY:

On another subject...

18 (B) How much do you enjoy keeping up with the news? **(READ CATEGORIES)** (4-98)

- 1 A lot
- 2 Some
- 3 Not much
- 4 Not at all
- 9 **(DO NOT READ)** Don't know/Refused

19 (B) 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? *(Long term trend)*

- 1 Regularly
- 2 Sometimes
- 3 Rarely
- 4 Never
- 9 Don't know/Refused

20 (B) Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available? *(11-98)*

- 1 Overloaded
- 2 Like it
- 3 Other **(VOL.)**
- 9 DK/Refused

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.

21 (T) Do you happen to know who Alan Greenspan is? {5-97, part of a list}

- 1 Chairman of the Federal Reserve; national financial policy maker; in charge of interest rates; federal government economist (*accepted answers*)
- 2 Any other answer
- 9 Don't know/Refused

22 (T) Do you happen to know if the Federal Reserve Bank has raised or lowered interest rates in recent months, or have interest rates stayed the same? {2-95}

- 1 Raised rates (*correct answer*)
- 2 Lowered rates
- 3 Kept rates same
- 9 Don't know/Refused

23 (T) Do you happen to know at what level the Dow Jones Industrial average is currently trading? Is it at about **(READ IN ORDER)?** {new}

- 1 3,000
- 2 5,000
- 3 10,000, OR (*correct answer*)
- 4 20,000
- 9 Don't know/Refused

FORM A ONLY:

24 (A) Generally, how satisfied are you with the choice of things you can see on television these days? Are you ... **(READ)** (4-98)

- 1 Very Satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 5 **(DO NOT READ)** Does not apply/irrelevant/don't care
- 9 Don't know/Refused

25 (A) And how satisfied are you with the choice of NEWS programs available to you on TV these days? Are you ... **(READ)** (4-98)

- 1 Very Satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 5 **(DO NOT READ)** Does not apply/irrelevant/don't care
- 9 Don't know/Refused

ASK ALL:

26 (T) Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **(READ AND ROTATE)** (4-98)

		<u>Very Closely</u>	<u>Somewhat Closely</u>	<u>Not Very Closely</u>	<u>Not At all Closely</u>	<u>DK/ Ref.</u>
a.	News about political figures and events in Washington	1	2	3	4	9
b.	Sports	1	2	3	4	9
c.	Business and finance	1	2	3	4	9
d.	International affairs	1	2	3	4	9
e.	Local government	1	2	3	4	9
f.	Religion	1	2	3	4	9
g.	People and events in your own community	1	2	3	4	9
h.	Entertainment	1	2	3	4	9
i.	Consumer news	1	2	3	4	9
j.	Science and technology	1	2	3	4	9
k.	Health	1	2	3	4	9
l.	Crime	1	2	3	4	9
m.	Culture and the arts	1	2	3	4	9

ROTATE 27a THRU 27k

Overall...

ASK THOSE WHO ANSWERED '1' OR '2' IN QUESTION 26a

27a (T) How satisfied are you with the media's coverage of news about political figures and events in Washington? Are you... **(READ)**?

- 1 Very satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 9 Don't know/Refused

ASK THOSE WHO ANSWERED '1' OR '2' IN QUESTION 26c

27c (T) How satisfied are you with the media's coverage of business and finance? Are you... **(READ)**?

- 1 Very satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 9 Don't know/Refused

ASK ONLY FORM A RESPONDENTS WHO ANSWERED '1' OR '2' IN QUESTION 26g

27g (A) How satisfied are you with the media's coverage of people and events in your own community? Are you... **(READ)**?

- 1 Very satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 9 Don't know/Refused

ASK ONLY FORM B RESPONDENTS WHO ANSWERED '1' OR '2' IN QUESTION 26k

27k (B) How satisfied are you with the media's coverage of health news? Are you... **(READ)**?

- 1 Very satisfied
- 2 Fairly Satisfied
- 3 Not Too Satisfied
- 4 Not At All Satisfied
- 9 Don't know/Refused

ASK ALL:

ROTATE QUESTIONS 28 thru 30:

28 (T) Which of the following two statements best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important or interesting is happening"? (4-98)

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

29 (T) Which of the following two statements best describes you: "I follow NATIONAL news closely ONLY when something important or interesting is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important or interesting is happening"? (4-98)

- 1 Follow NATIONAL news closely ONLY when something important or interesting is happening
- 2 Follow NATIONAL news closely MOST of the time
- 9 Don't know/Refused

30 (T) Which of the following two statements best describes you: “I follow INTERNATIONAL news closely ONLY when something important or interesting is happening” OR “I follow INTERNATIONAL news closely most of the time, whether or not something important or interesting is happening”? (3-99)

- 1 Follow INTERNATIONAL news closely ONLY when something important or interesting is happening
- 2 Follow INTERNATIONAL news closely MOST of the time
- 9 Don't know/Refused

31 (T) Which of the following two statements best describes you: “I follow BUSINESS AND FINANCIAL news closely ONLY when something important or interesting is happening” OR “I follow BUSINESS AND FINANCIAL news closely most of the time, whether or not something important or interesting is happening.”?

- 1 Follow BUSINESS AND FINANCIAL news closely ONLY when something important or interesting is happening
- 2 Follow BUSINESS AND FINANCIAL news closely most of the time
- 9 Don't know/Refused

On another subject...

32 (T) Do you currently live in an area where you could get Cable TV if you wanted it? (4-98)

- 1 Yes -- **GO TO 33**
- 2 No -- **GO TO 34**
- 9 Don't know/Refused -- **GO TO 34**

33 (T) Do you currently subscribe to Cable TV? (4-98)

- 1 Yes
- 2 No
- 9 Don't know/Refused

34 (T) In general, would you describe your political views as ...**(READ)** {10-99}

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal, OR
- 5 Very Liberal?
- 9 Don't know/Refused

35 (T) Thinking about the news again... In general, what is more important for you... getting news that gives you GENERAL INFORMATION about IMPORTANT events that are happening, OR getting news that is mostly about YOUR interests and what's important TO YOU? {new}

- 1 Getting news that gives general information about important events
- 2 Getting news that's mostly about your interests
- 3 Both equally **(VOL.)**
- 9 Don't know/Refused

36 (T) Now I'm going to read a series of statements about the news. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is... **(READ AND ROTATE)** {4-98 modified}

1. News is not as important today as it once was.
2. I find that I often watch the news with my remote control in hand, flipping to other channels when I'm not interested in the topic.
3. I wish I had more time to follow the news. {new}
4. People who decide what to put on TV news or in the newspapers are out of touch with people like me. {new}

CATEGORIES:

- 1 Completely agree
- 2 Mostly agree
- 3 Mostly disagree
- 4 Completely disagree
- 5 Don't watch the news **(VOL — FOR ITEM b ONLY)**
- 9 Don't know/Refused

37 (T) Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

- 1 Yes — **GO TO QUESTION 38**
- 2 No — **GO TO QUESTION 44**
- 9 Don't know/Refuse — **GO TO QUESTION 44**

IF YES:

38 (T) Do you ever go online to access the Internet or World Wide Web or to send and receive email?

- 1 Yes — **GO TO QUESTION 39**
- 2 No — **GO TO QUESTION 44**
- 9 Don't know/Refused — **GO TO QUESTION 44**

IF YES:

39 (T) How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often? (10-99)

- 1 Everyday — **GO TO QUESTION 40**
- 2 3-5 days per week — **GO TO QUESTION 40**
- 3 1-2 days per week — **GO TO QUESTION 40**
- 4 Once every few weeks — **GO TO QUESTION 43**
- 5 Less often -- **GO TO QUESTION 43**
- 6 No/Never **(VOL)** — **GO TO QUESTION 44**
- 9 Don't know/Refused — **GO TO QUESTION 44**

ASK OF RESPONDENTS WHO ANSWERED 1-3 ON QUESTION 39:

40 (T) Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to? (10-99)

- 1 Yes, more often — **GO TO QUESTION 41**
- 2 Yes, less often — **GO TO QUESTION 42**
- 3 Yes, some more, others less — **GO TO QUESTION 42**
- 4 No, about the same — **GO TO QUESTION 43**
- 9 Don't know/Refused — **GO TO QUESTION 43**

ASK RESPONDENTS WHO ANSWERED '1' IN Q.40

41 (T) Which sources are you using MORE often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.] (4-98)

- 1 Newspapers
- 2 Television
- 3 Magazines
- 4 Radio
- 5 Other
- 9 Don't know/Refused

ASK RESPONDENTS WHO ANSWERED '2' OR '3' IN Q.40

42 (T) Which sources are you using LESS often? [DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.] (4-98)

- 1 Newspapers
- 2 Television
- 3 Magazines
- 4 Radio
- 5 Other
- 9 Don't know/Refused

ASK ONLY THOSE WHO GO ONLINE FOR NEWS (QUESTION 39 = 1-5) (11-98)

43 (T) Do you sometimes go online to get... (INSERT ITEM; ROTATE ITEMS)

		<u>Yes</u>	<u>No</u>	<u>DK</u>
a.	Political news	1	2	9
b.	Sports news	1	2	9
c.	International news	1	2	9
d.	News about science and health {4-98}	1	2	9
e.	News about technology	1	2	9
f.	Weather	1	2	9
g.	Entertainment news	1	2	9
h.	Local news	1	2	9
1.	Business news	1	2	9

ASK ALL:

On another subject...

44 (T) Do you currently own shares in a mutual fund that includes stock? {11-97}

- 1 Yes
- 2 No
- 9 Don't know/Refused

45 (T) Do you currently own stock in any individual companies besides a company that you or someone else in your household works for? {11-97}

- 1 Yes
- 2 No
- 9 Don't know/Refused

46 (T) Do you, personally, ever trade stocks — that is, buy or sell individual stocks through a broker or online account? **(IF YES, ASK: What type of broker do you use — a personal broker or an online trading account?)** {new}

- 1 Yes, with personal broker/brokerage firm
- 2 Yes, with online trading account
- 3 Yes, use both
- 4 No, do not trade
- 9 Don't know/Refused

IF YES (1-3 IN 46), ASK:

46a (T) When is the last time you bought or sold a stock? Was it within the last week, within the last month, within the last six months, within the last year, or more than a year ago? {new}

- 1 Within last week
- 2 Within last month
- 3 Within last six months
- 4 Within last year
- 5 More than a year ago
- 9 Don't know/Refused

ASK ALL:

47 (T) In deciding how and where to invest your money, do you get most of your information and advice from a broker or financial advisor, OR do you get most of your information and advice on your own? {new}

- 1 From a broker or financial advisor
- 2 On your own
- 3 **(DO NOT READ)** Other
- 4 **(DO NOT READ)** Don't invest
- 9 Don't know/Refused

- 48 (T) How involved are you PERSONALLY in making decisions about how to manage and invest your money? Would you say you are extremely involved, somewhat involved, not too involved, or not at all involved? {new}

- 1 Extremely involved
- 2 Somewhat involved
- 3 Not too involved
- 4 Not at all involved
- 9 Don't know/Refused

Block #1

Finally, a few questions about different TYPES of financial news...

- 49 (T) How often, if ever, do you get information from news sources about what's currently happening in the financial markets — that is, stock market updates and quotes for specific stocks or mutual funds? Do you do this ... **(READ)**? {new}

- 1 Every day
- 2 Several times a week
- 3 About once a week
- 4 About once a month OR
- 5 Less often
- 6 Never **(VOL.)** — **GO TO 58**
- 9 Don't know/Refused **(VOL.)** — **GO TO 58**

IF 1-5 IN 49, ASK:

- 50 (T) What is your MAIN NEWS SOURCE for stock market updates and quotes for specific stocks or mutual funds **(READ; ROTATE ITEMS BUT KEEP IN SAME ORDER FOR SUBSEQUENT BLOCKS)**...?

- 51 (T) **(IF RESPONDENT GIVES A FIRST CHOICE, ASK:)** What would you say is your SECOND most important source? **(READ RESPONSES AGAIN IF NECESSARY, OMITTING FIRST CHOICE.)**

- 1 Newspapers — **IF THIS IS FIRST CHOICE, GO TO 52 AFTER ASKING 51**
- 2 Television — **IF THIS IS FIRST CHOICE, GO TO 53 AFTER 51**
- 3 Radio — **IF THIS IS FIRST CHOICE, GO TO 56 AFTER 51**
- 4 Magazines — **IF THIS IS FIRST CHOICE, GO TO 54 AFTER 51**
- 5 The Internet — **IF THIS IS FIRST CHOICE, GO TO 55 AFTER 51**
- 6 Other **(VOL.)** — **IF THIS IS FIRST CHOICE, GO TO 56 AFTER 51**
- 9 Don't know/Refused — **IF THIS IS FIRST CHOICE, GO TO 56**

- 52 (T) (Newspaper follow-up) **IF ANSWERED '1' NEWSPAPERS IN 50, ASK:**

Thinking again about your main source, which of the following newspapers, if any, do you turn to most often for regular stock market updates and quotes for specific stocks or mutual funds... **(READ; ROTATE)**?

- 1 The Wall Street Journal
- 2 The Financial Times
- 3 Investor's Business Daily
- 4 USA Today
- 5 Your daily newspaper
- 6 Other **(VOL.)**
- 9 Don't know/Refused

- 53 (T) (Television follow-up) **IF ANSWERED '2' TELEVISION IN 50, ASK:**

Thinking again about your main source... Which of the following television outlets, if any, do you turn to most often for regular stock market updates and quotes for specific stocks or mutual funds... **(READ; ROTATE)**?

- 1 CNBC
- 2 CNN or CNN fn
- 3 MSNBC
- 4 The Fox News cable channel
- 5 Network television news
- 6 Local television news
- 7 Other **(VOL.)**
- 9 Don't know/Refused

54 (T) (Magazine follow-up) **IF ANSWERED '4' MAGAZINES IN 50, ASK:**

Thinking again about your main source... Which of the following magazines, if any, do you turn to most often for regular stock market updates and quotes for specific stocks or mutual funds... **(READ; ROTATE)?**

- 1 Business Week
- 2 Forbes
- 3 Fortune
- 4 Money Magazine
- 5 Smart Money
- 6 Other **(VOL.)**
- 9 Don't know/Refused

55 (T) (Internet follow-up) **IF ANSWERED '5' INTERNET IN 50, ASK:**

Where do you go on the Internet for regular stock market updates and quotes for specific stocks or mutual funds... Do you mostly visit ONE SPECIFIC website, or do you visit a lot of different websites?

- 1 One specific website — **GO TO 55a**
- 2 Lots of different websites — **GO TO 56**
- 9 Don't know/Refused — **GO TO 56**

IF '1' IN 55, ASK:

55a (T) Is this the web page that comes up first each time you log on to the Internet, or is it some other page that you go to?

- 1 Yes, it's the opening page/home page
- 2 No, it's some other
- 9 Don't know/Refused

ASK ALL INTERNET USERS WHO GET REGULAR STOCK UPDATES (Q.38=1 AND Q.49=1-5)

56 (T) Do you have a customized web page online that gives you prices for the stocks or mutual funds that you personally own?

- 1 Yes
- 2 No
- 9 Don't know/Refused

IF '1' IN 56 AND '1' IN 55 AND '2' OR '9' IN 55a, ASK:

56a (T) Is this the website you use most often for regular stock market updates and quotes for specific stocks or mutual funds, OR is there some other site?

- 1 That is the main source
- 2 There's some other
- 9 Don't know/Refused

ASK THOSE WHO GET REGULAR STOCK UPDATES (Q.49=1-5)

57 (T) Do you ever use a cell phone, a pager or any other type of wireless device to get regular stock market updates and quotes for specific stocks or mutual funds? **(IF YES, ASK: Which do you use, a cell phone, a pager or some other device?) (ACCEPT MULTIPLE RESPONSES)**

- 1 Yes, cell phone
- 2 Yes, pager
- 3 Yes, other
- 4 No
- 9 Don't know/Refused

Block #2

ASK ALL:

58 (T) And next...How often, if ever, do you get information from news sources about INVESTING — that is, information that helps you decide how and where to invest your money? Do you do this... **(READ)**?*{new}*

- 1 Every day
- 2 Several times a week
- 3 About once a week
- 4 About once a month OR
- 5 Less often
- 6 Never **(VOL.) — GO TO 65**
- 9 Don't know/Refused **(VOL.) — GO TO 65**

IF 1-5 IN 58, ASK:

59 (T) What is your MAIN NEWS SOURCE for information that helps you decide how and where to invest your money... **(READ USING ORDER FROM Q.50)?**

60 (T) **(IF RESPONDENT GIVES A FIRST CHOICE, ASK:)** What would say is your SECOND most important source? **(READ RESPONSES AGAIN IF NECESSARY, OMITTING FIRST CHOICE.)**

- 1 Newspapers — **IF THIS IS FIRST CHOICE, GO TO 61 AFTER ASKING 60**
- 2 Television — **IF THIS IS FIRST CHOICE, GO TO 62 AFTER 60**
- 3 Radio (NO FOLLOW-UP)
- 4 Magazines — **IF THIS IS FIRST CHOICE, GO TO 63 AFTER 60**
- 5 The Internet — **IF THIS IS FIRST CHOICE, GO TO 64 AFTER 60**
- 6 Broker/Financial advisor **(VOL.)** (NO FOLLOW-UP)
- 7 Other **(VOL.)** (NO FOLLOW-UP)
- 9 Don't know/Refused — **IF THIS IS FIRST CHOICE, GO TO 65**

61 (T) (Newspaper follow-up) IF '1' NEWSPAPERS IN 59, ASK:

Thinking again about your main source... Which of the following newspapers, if any, do you turn to most often for information that helps you decide how and where to invest your money... **(READ; ROTATE)?**

- 1 The Wall Street Journal
- 2 The Financial Times
- 3 Investor's Business Daily
- 4 USA Today
- 5 Your daily newspaper
- 6 Other **(VOL.)**
- 9 Don't know/Refused

62 (T) (Television follow-up) IF '2' TELEVISION IN 59, ASK:

Thinking again about your main source... Which of the following television outlets, if any, do you turn to most often for information that helps you decide how and where to invest your money... **(READ; ROTATE)?**

- 1 CNBC
- 2 CNN or CNN fn
- 3 MSNBC
- 4 The Fox News cable channel
- 5 Network television news
- 6 Local television news
- 7 Other **(VOL.)**
- 9 Don't know/Refused

63 (T) (Magazine follow-up) IF '4' MAGAZINES IN 59, ASK:

Thinking again about your main source... Which of the following magazines, if any, do you turn to most often for information that helps you decide how and where to invest your money... **(READ; ROTATE)?**

- 1 Business Week
- 2 Forbes
- 3 Fortune
- 4 Money Magazine
- 5 Smart Money
- 6 Other **(VOL.)**
- 9 Don't know/Refused

64 (T) (Internet follow-up) IF '5' INTERNET IN 59, ASK:

Where do you go on the Internet for information that helps you decide how and where to invest your money... Do you mostly visit ONE SPECIFIC website, or do you visit a lot of different websites?

- 1 One specific website
- 2 Lots of different websites
- 9 Don't know/Refused

ASK ALL:

Finally, I'd like to ask you a few questions for statistical purposes only.

65 (T) Do you have any type of personal computer, including laptops, in your home? These do not include game machines such as Nintendo or Sega. {12-98}

- 1 Yes
- 2 No
- 9 Don't know/Refused

66 (T) Do you happen to have (**READ; ROTATE**), or not? How about...

- 1. A cell phone
- 2. A pager
- 3. A satellite dish
- 4. A DVD player
- 5. A palm pilot

CATEGORIES:

- 1 Yes
- 2 No
- 9 Don't know/Refused

D.1 ENTER RESPONDENT'S SEX:

- 1 Male
- 2 Female

D.2 What is your age?

_____ years

D.3 Are you married, divorced, separated, widowed, or never been married?

- 1 Married
- 2 Divorced
- 3 Separated
- 4 Widowed
- 5 Never been married
- 9 Don't know/Refused

D.4a Are you the parent or guardian of any children under 18 now living in your household?

- 1 Yes
- 2 No — **GO TO D.5**
- 9 Don't know/Refused — **GO TO D.5**

D.4b How many of those children are between the ages of 13 and 17?

D.4c How many of those children are between the ages of 5 and 12?

D.4d How many of those children are under the age of 5?

ASK ALL:

D.5 What is the last grade or class that you completed in school? **(DO NOT READ)**

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Business, Technical, or vocational school AFTER high school
- 5 Some college, no 4-year degree
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college (e.g., toward a master's Degree or Ph.D.; law or medical school)
- 9 Don't know/Refused

D.6 Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes — **SEE INSTRUCTION**
- 2 No — **GO TO D.7**
- 9 Don't know/Refused — **GO TO D.7**

[INTERVIEWER: IF RESPONDENT ANSWERED 1 'HISPANIC' IN D.4, ASK: Are you white Hispanic, black Hispanic, or some other race? IF NON-HISPANIC ASK:]

D.7 What is your race? Are you white, black, Asian or some other?

- 1 White
- 2 Black
- 3 Asian
- 4 Other or mixed race
- 9 Don't know/Refused

D.8 What is your religious preference - Protestant, Roman Catholic, Jewish, Mormon, or an orthodox church such as the Greek or Russian Orthodox Church?

- 1 Protestant (Baptist, Christian, Episcopal, Jehovah's Witness, Lutheran, Methodist, Presbyterian, etc.)
- 2 Roman Catholic
- 3 Jewish — **GO TO D.10**
- 4 Orthodox Church (Greek or Russian)
- 5 Mormon (include Church of Jesus Christ of Latter Day Saints)
- 6 Islam/Muslim — **GO TO D.10**
- 7 Other religion (**SPECIFY**)
- 8 No religion, atheist — **GO TO D.10**
- 9 Don't know/Refused

D9. Would you describe yourself as a "born again" or evangelical Christian, or not?

- 1 Yes, would
- 2 No, would not
- 9 Don't know/Refused

ASK ALL:

D.10 Last year, that is in 1999, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. **(READ)**

- 1 Less than \$10,000
- 2 \$10,000 to under \$20,000
- 3 \$20,000 to under \$30,000
- 4 \$30,000 to under \$40,000
- 5 \$40,000 to under \$50,000
- 6 \$50,000 to under \$75,000
- 7 \$75,000 to under \$100,000
- 8 \$100,000 or more
- 9 Don't know/Refused **(DO NOT READ)**

D.11 In politics today, do you consider yourself a Republican, Democrat or Independent?

- 1 Republican - **SKIP TO D.13**
- 2 Democrat - **SKIP TO D.13**
- 3 Independent
- 4 No Preference
- 5 Other
- 9 Don't know

IF ANSWERED 3, 4, 5 OR 9 IN D.11, ASK:

D.12 As of today do you lean more to the Republican Party or more to the Democratic Party?

- 1 Republican
- 2 Democrat
- 9 Other/Don't know/Refused

ASK ALL:

D.13 In the 1996 Presidential election, did things come up which kept you from voting, or did you happen to vote? **(IF VOTED: Who did you vote for?)**

- 1 Dole
- 2 Clinton
- 3 Perot
- 4 Other **(VOL.)**
- 5 Voted, don't remember for whom
- 6 Did not vote
- 9 Don't know/Refused

ASK ALL:

D.14 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

- 1 Yes, registered
- 2 No, not registered -- **GO TO D.16**
- 9 Don't know/Refused -- **GO TO D.16**

D.15 Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

- 1 Absolutely certain
- 2 Chance registration has lapsed
- 9 Don't know/Refused

ASK ALL:

D.16 How often would you say you vote...(READ)

- 1 Always
- 2 Nearly always
- 3 Part of the time
- 4 Seldom
- 5 Other (VOL.)
- 6 Never vote (VOL.)
- 9 Don't know/Refused

D.17 Do you own or rent your own home?

- 1 Own
- 2 Rent
- 3 **(DO NOT READ)** Other arrangement
- 9 **(DO NOT READ)** Don't know/Refused

D.18 Are you now employed full-time, part-time or not employed?

- 1 Full-time
- 2 Part-time
- 3 Not employed
- 9 Don't know/Refused (VOL.)

IF MARRIED (D.3=1) ASK:

D.18a Is your spouse now employed full-time, part-time or not employed?

- 1 Full-time
- 2 Part-time
- 3 Not employed
- 9 Don't know/Refused (VOL.)

ASK ALL:

D.19 Are you or is your spouse a member of a labor union?

- 1 Yes, respondent is
- 2 Yes, spouse is
- 3 Yes, both
- 4 Neither are
- 9 Don't know/Refused (**VOL.**)

D.20 Which of the following BEST describes the place where you now live?...(READ)

- 1 A large city
- 2 A suburb near a large city
- 3 A small city or town
- 4 OR a rural area
- 9 **(DO NOT READ)** Don't know/Refused

D.21 CHECK THE DAY OF WEEK INTERVIEW WAS COMPLETED

1 Mon 2 Tues 3 Wed 4 Thurs 5 Fri 6 Sat 7 Sun

D.22 ENTER NUMBER OF CALL ON WHICH THIS INTERVIEW WAS COMPLETED

END OF INTERVIEW. **THANK RESPONDENT**; Thank you very much for you time.
Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY
FINAL QUESTIONNAIRE

(T) = Total sample

(A) = Form A

(B) = Form B

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

Q.1 (T) Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH:** Overall do you approve or disapprove of the way George W. Bush is handling his job as President? **IF STILL DEPENDS ENTER AS DK]** {4-02}

- 1 Approve
- 2 Disapprove
- 9 Don't know/Refused

On a different subject...

Q.2 (T) Do you happen to read any daily newspaper or newspapers regularly, or not? {5-00}

- 1 Yes
- 2 No
- 9 Don't know/Refused

Q.3 (T) Do you happen to watch any TV news programs regularly, or not? {5-00}

- 1 Yes
- 2 No
- 9 Don't know/Refused

Q.4 (T) Do you listen to news on the radio regularly, or not? {5-00}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[ASK FORM A ONLY:]

Q.5 (A) We're interested in how often people watch the TV NETWORK EVENING NEWS 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 EVENING NEWS PROGRAMS REGULARLY, or not? {5-00}

[ASK FORM B ONLY:]

Q.6 (B) We're interested in how often people watch the TV NETWORK EVENING NEWS programs – by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan

Rather, NBC Nightly News with Tom Brokaw, and the PBS NewsHour with Jim Lehrer. Do you happen to watch TV EVENING NEWS PROGRAMS REGULARLY, or not? *{new - modified}*

- 1 Yes
- 2 No
- 9 Don't know/Refused

[ASK ALL:]

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

- a. The U.S. military effort in Afghanistan *{4-02}*
- b. Defending against terrorist attacks in the U.S. *{4-02}*
- c. Continued violence in the Middle East between the Palestinians and the Israelis *{4-02}*
- d. The Secretary of State's recent visit to the Middle East *{new}*
- e. The attempted overthrow of the president of Venezuela *{new}*
- f. The Pope and American cardinals meeting in Rome about sexual abuse by Catholic priests *{new}*
- g. The recent success of a right-wing candidate in the French presidential elections *{new}*

RESPONSE CATEGORIES:

- 1 Very closely
- 2 Fairly closely
- 3 Not too closely
- 4 Not at all closely
- 9 Don't know/Refused

[INTERVIEWER NOTE: FOR QUESTIONS 8 thru 14 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."]

8 (T) Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not? *{5-00}*

- 1 Yes
- 2 No
- 9 Don't know/Refused

[FORM A ONLY:]

[IF "YES" (Q.8=1) ASK:]

9 (A) About how much time did you spend reading a daily newspaper yesterday? **[DO NOT READ]** *{5-00}*

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 9 Don't know/Refused

[ASK ALL:]

10 (T) Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not? {5-00}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[FORM A ONLY:]

[IF "YES" (Q.10=1) ASK:]

11 (A) About how much time did you spend watching the news or any news programs on TV yesterday?

[DO NOT READ] {5-00}

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 9 Don't know/Refused

[ASK ALL:]

12 (T) Apart from news, did you watch anything else on television yesterday, or not? {5-00}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[FORM A ONLY:]

[IF "YES" (Q.12=1) ASK:]

13 (A) About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]** {5-00}

- 1 Less than a half hour
- 2 30 minutes to less than one hour
- 3 About an hour or more
- 4 More than one hour but less than two hours
- 5 Two hours to less than three hours
- 6 Three hours to less than four hours
- 7 Four hours or more
- 9 Don't know/Refused

[ASK ALL:]

14 (T) About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday? **[DO NOT READ]** {5-00}

- 1 Less than 15 minutes
- 2 15-29 minutes
- 3 30-59 minutes
- 4 1 hour or more
- 5 Did not listen
- 9 Don't know/Refused

[FORM A ONLY:]

[INTERVIEWER: IF THE DAY OF THE WEEK IS SUNDAY, BEGIN THIS SERIES WITH

ANow, thinking about yesterday...@ **OTHERWISE BEGIN WITH** AAgain, thinking about yesterday...@]

15 (A) Did you spend any time reading magazines? {5-00}

- 1 Yes
- 2 No
- 9 Don't know/Refused

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

16 (A) About how much time did you spend reading magazines yesterday? **[DO NOT READ]** {5-00}

- 1 Less than five minutes
- 2 Five to less than ten minutes
- 3 Ten to less than fifteen minutes
- 4 Fifteen to less than twenty minutes
- 5 Twenty to less than thirty minutes
- 6 Thirty minutes to less than one hour
- 7 One hour or more
- 9 Don't know

[FORM A ONLY:]

17 (A) 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?] {10-99 Values}

- 1 Yes -- Fiction
- 2 Yes -- Non-fiction
- 3 Yes -- Both
- 4 No
- 5 Yes -- Don't know whether fiction/non-fiction
- 9 Don't know/Refused

[IF "YES" (Q.17=1,2,3,5) ASK:]

18 (A) About how much time did you spend reading books yesterday? **[DO NOT READ]**

- 1 Less than five minutes
- 2 Five to less than ten minutes
- 3 Ten to less than 15 minutes
- 4 15 to less than 20 minutes
- 5 20 to less than 30 minutes
- 6 30 minutes to less than one hour
- 7 One hour or more
- 9 Don't know/Refused

[ASK FORM A:]

19 (A) As I read from a list tell me if you did this yesterday or not. Yesterday did you... **[INSERT ITEM, ROTATE]?** (Yesterday, did you... **[NEXT ITEM]?**) **[DO NOT ASK ITEM c IF DAY OF WEEK IS SUNDAY OR MONDAY]**

- a. Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport {5-98}
- b. Go online from home {5-98}
- c. Go online from work {5-98}
- d. Have a family meal together {5-98}
- e. Go shopping for something other than food or medicine {6-97}
- f. Pray {2-94}
- g. Watch a movie at home on video, DVD or pay-per-view {new}
- h. Call a friend or relative just to talk {12-98}
- i. Send an e-mail to a friend or relative {new}

RESPONSE CATEGORIES:

- 1 Yes
- 2 No
- 3 Does Not Apply [VOL.]
- 9 Don't know

[ASK ALL:]

- 20 (T) Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. (First) how often do you ... **[READ AND ROTATE ITEMS a. THRU u.]**

[ASK FORM A ONLY:]

- a. (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 {5-00}
 - b. (A) Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel {new}
- [NO ITEM c.]**

[ASK FORM B ONLY:]

- d. (B) Watch the CBS Evening News with Dan Rather {new}
- e. (B) Watch the ABC World News Tonight with Peter Jennings {new}
- f. (B) Watch the NBC Nightly News with Tom Brokaw {new}
- g. (B) Watch Cable News Network (CNN) {5-00}
- h. (B) Watch the Fox News CABLE Channel {5-00}
- i. (B) Watch MSNBC {5-00}
- j. (B) Watch CNBC {5-00}

[ASK ALL:]

- k. Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night {5-00}
- l. Watch C-Span {5-00}
- m. Listen to National Public Radio (NPR) {5-00}
- n. Watch news magazine shows such as 60 Minutes, 20/20 or Dateline {5-00}
- o. Watch the NewsHour with Jim Lehrer {5-00}
- p. Watch the Weather Channel {5-00}
- q. Watch Sports News on ESPN {5-00}
- r. Watch late night TV shows such as David Letterman and Jay Leno {new}
- s. Watch TV shows such as Entertainment Tonight or Access Hollywood {5-00}
- t. Watch the Today Show, Good Morning America or The Early Show {5-00}

- u. Watch Univision or some other Spanish-language television network {5-00}

Now thinking about different types of daytime television shows, how often do you ... **[INSERT ITEM; ROTATE]**

- v. Watch daytime talk shows such as Ricki Lake or Jerry Springer? {5-00}
w. Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey {5-00}

RESPONSE CATEGORIES:

- 1 Regularly
2 Sometimes
3 Hardly ever
4 Never
9 Don't know

[FORM A ONLY:]

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

- a. Watch Larry King Live {5-98}
b. Listen to Dr. Laura Schlesinger's (pronounce: SLES-en-ger's) radio show {5-98}
c. Listen to Don Imus' (pronounce: EYE-muss) radio show {5-98}
d. Listen to Rush Limbaugh's radio show {5-98}
e. Listen to religious radio shows such as "Focus on the Family" {5-98}
f. Watch "The O'Reilly Factor" with Bill O'Reilly {new}
g. Watch "The Daily Show" with Jon Stewart {new}

RESPONSE CATEGORIES:

- 1 Regularly
2 Sometimes
3 Hardly ever
4 Never
9 Don't know

[ASK ALL]

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

- a. News magazines such as Time, U.S. News, or Newsweek {5-00}
b. Business magazines such as Fortune and Forbes {5-00}
c. The National Enquirer, The Sun or The Star {5-00}
d. Personality magazines such as People {5-00}
e. Magazines such as The Atlantic, Harpers or The New Yorker {5-00}
f. Political magazines such as The Weekly Standard or The New Republic {new}

RESPONSE CATEGORIES:

- 1 Regularly
2 Sometimes

- 3 Hardly ever
- 4 Never
- 9 Don't know

23 (T) Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis? {2-02}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[IF "YES" (Q.23=1) ASK:]

24 (T) Do you ever go online to access the Internet or World Wide Web or to send and receive email? {2-02}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[IF "YES" (Q.24=1) ASK:]

25 (T) How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often? {5-00}

- 1 Every day
- 2 3-5 days per week
- 3 1-2 days per week
- 4 Once every few weeks
- 5 Less often
- 6 No/Never [VOL.]
- 9 Don't know/Refused

[ASK Q.26-Q.34 OF FORM B ONLY:]

26 (B) On another subject... Thinking about a typical weekday, do you normally start your morning with some type of news, or not? {5-98}

- 1 Yes
- 2 No -- **GO TO Q.29**
- 9 Don't know/Refused -- **GO TO Q.29**

[IF "YES" (Q.26=1) ASK:]

27 (B) If you don't have an opportunity to start your day with the news, do you miss it a lot, or doesn't it make that much of a difference to you? {5-98}

- 1 Miss it a lot
- 2 Not much difference
- 3 Never miss the news [VOL.]
- 9 Don't know/Refused

28 (B) Is your morning news mainly from television, the newspaper, radio or the internet? **[ACCEPT MULTIPLE RESPONSES]** {5-98}

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

29 (B) On weekdays, do you typically read, watch, or listen to the news during the course of the day, or not? {5-98}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[IF "YES" (Q.29=1) ASK:]

30 (B) At that time, do you mainly get news from television, the newspaper, radio or the internet? **[ACCEPT MULTIPLE RESPONSES]** {5-98}

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

31 (B) On weekdays, do you typically read, watch or listen to the news around the dinner hour, or not? {5-98}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[IF "YES" (Q.31=1) ASK:]

32 (B) At that time, do you mainly get news from television, the newspaper, radio or the internet? **[ACCEPT MULTIPLE RESPONSES]** {5-98}

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

33 (B) On weekdays, do you typically read, watch or listen to the news late in the evening, or not? {5-98}

- 1 Yes
- 2 No
- 9 Don't know/Refused

[IF "YES" (Q.33=1) ASK:]

34 (B) At that time, do you mainly get news from television, the newspaper, radio or the internet?

[ACCEPT MULTIPLE RESPONSES] {5-98}

- 1 Television
- 2 Newspaper
- 3 Radio
- 4 Internet
- 9 Don't know/Refused

[ASK ALL:]

[IF WATCHED TELEVISION NEWS YESTERDAY (Q.10=1) ASK:]

[INTERVIEWER NOTE: FOR QUESTION 35 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."]

35 (T) Earlier, you said that you watched some news on television yesterday. Thinking back, did you happen to watch **[READ AND ROTATE]** yesterday or not? (Did you happen to watch **[NEXT ITEM]** yesterday or not?) {new}

- a. A network evening news program on CBS, ABC, NBC or PBS
- b. A local news program with news about your viewing area
- c. A cable news channel such as CNN, MSNBC or the Fox News CABLE Channel
- d. A morning news program such as the Today Show, Good Morning America or the Early Show
- e.F1 A cable news talk show such as the O'Reilly Factor or Larry King Live
- f.F2 A news magazine show such as 60 Minutes, 20/20 or Dateline

RESPONSE CATEGORIES:

- 1 Yes
- 2 No
- 9 Don't know/Refused

[ASK ALL:]

On another subject...

36 (T) How much do you enjoy keeping up with the news – a lot, some, not much, or not at all? {5-00}

- 1 A lot
- 2 Some
- 3 Not much
- 4 Not at all
- 9 Don't know/Refused

[FORM B ONLY:]

37 (B) 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? {5-00}

- 1 Regularly
- 2 Sometimes
- 3 Rarely
- 4 Never

9 Don't know/Refused

38 (B) Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available? {5-00}

- 1 Overloaded
- 2 Like it
- 3 Other [VOL.]
- 9 Don't Know/Refused

[ASK ALL:]

Q.39 (T) Next I would like to ask you about some things that have been in the news. Not everyone will have heard about them...[ROTATE Q.39a THRU Q.39d]

ASK OF ONE-THIRD OF RESPONDENTS:

a.F1 Can you tell me the name of the current vice president of the United States? {mid 11-01}

- 1 Yes, Correct, Richard Cheney/Dick Cheney/Cheney
- 2 Yes, Incorrect, any other person
- 9 No, Don't know

ASK OF ONE-THIRD OF RESPONDENTS:

b.F2 Can you tell me the name of the current Secretary of State? {new}

- 1 Yes, Correct, Colin Powell/Powell
- 2 Yes, Incorrect, any other person
- 9 No, Don't know

ASK OF ONE-THIRD OF RESPONDENTS:

c.F3 Can you tell me the name of the current Secretary of Defense? {new}

- 1 Yes, Correct, Donald Rumsfeld/Don Rumsfeld/Rumsfeld
- 2 Yes, Incorrect, any other person
- 9 No, Don't know

d. Recently, many European countries have adopted a new currency. Do you happen to know the name of this new European money? {new}

- 1 Yes, Correct, the Euro
- 2 Yes, Incorrect, any other
- 9 Don't know

e. Do you happen to know who Yasser Arafat is? [INTERVIEWER: IF "YES" ASK: Can you tell me who he is."] [OPEN END, RECORD VERBATIM RESPONSE] {new}

- 1 Answer given
- 9 No answer/Don't know

f. Do you happen to know when the state of Israel was established? Was it **[READ, IN ORDER]** *{new}*

- 1 Around 1852
- 2 Around 1948 [OR] *{correct}*
- 3 Around 1960
- 9 Don't know/Refused **[DO NOT READ]**

[ASK FORM A ONLY:]

Now, on a different subject...

[IF RESPONDENT REGULARLY READS DAILY NEWSPAPER (Q.2=1) ASK:]

40 (A) How much would you miss reading the newspaper, if newspapers were no longer available?

[READ CATEGORIES] *{5-98}*

- 1 A Lot
- 2 Some
- 3 Not much --OR--
- 4 Not at all
- 9 Don't know/Refused

[IF RESPONDENT REGULARLY WATCHES NETWORK EVENING NEWS (Q.5=1) ASK:]

41 (A) How much would you miss watching the network evening news, if it were no longer on the air?

[READ CATEGORIES] *{new}*

- 1 A Lot
- 2 Some
- 3 Not much --OR--
- 4 Not at all
- 9 Don't know/Refused

[ASK ALL:]

42 (T) Now, I'm going to read you a list of different types of news. Please tell me how closely you follow this type of news either in the newspaper, on television, or on radio...very closely, somewhat closely, not very closely, or not at all closely? First, **[READ AND ROTATE]** *{5-00}*

- a. News about political figures and events in Washington
- b. Sports
- c. Business and finance
- d. International affairs
- e. Local government
- f. Religion
- g. People and events in your own community
- h. Entertainment
- i. Consumer news
- j. Science and technology
- k. Health news
- l. Crime
- m. Culture and the arts

RESPONSE CATEGORIES:

- 1 Very closely
- 2 Somewhat closely
- 3 Not very closely
- 4 Not at all closely
- 9 Don't know

[ROTATE QUESTIONS 43 thru 45:]

43 (T) Which of the following two statements best describes you: AI follow INTERNATIONAL news closely ONLY when something important or interesting is happening@ OR AI follow INTERNATIONAL news closely most of the time, whether or not something important or interesting is happening@? {5-00}

- 1 Follow INTERNATIONAL news closely ONLY when something important or interesting is happening
- 2 Follow INTERNATIONAL news closely MOST of the time
- 9 Don=t know/Refused

[ASK FORM A ONLY:]

44 (A) Which of the following two statements best describes you: AI follow NATIONAL news closely ONLY when something important or interesting is happening@ OR AI follow NATIONAL news closely most of the time, whether or not something important or interesting is happening@? {5-00}

- 1 Follow NATIONAL news closely ONLY when something important or interesting is happening
- 2 Follow NATIONAL news closely MOST of the time
- 9 Don=t know/Refused

[ASK FORM B ONLY:]

45 (B) Which of the following two statements best describes you: AI follow LOCAL COMMUNITY news closely ONLY when something important or interesting is happening@ OR AI follow LOCAL COMMUNITY news closely most of the time, whether or not something important or interesting is happening@? {5-00}

- 1 Follow the LOCAL COMMUNITY news closely ONLY when something important or interesting is happening
- 2 Follow the LOCAL COMMUNITY news closely MOST of the time
- 9 Don=t know/Refused

[NO QUESTION 46]

[ASK ALL:]

On another subject...

47 (T) Do you currently live in an area where you could get Cable TV if you wanted it? {5-00}

- 1 Yes -- **GO TO 48**
- 2 No -- **GO TO 49**
- 9 Don't know/Refused -- **GO TO 49**

48 (T) Do you currently subscribe to Cable TV? {5-00}

- 1 Yes -- **GO TO Q.50**
- 2 No -- **GO TO 49**
- 9 Don't know/Refused -- **GO TO 49**

49 (T) Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?
{new}

- 1 Yes
- 2 No
- 9 Don't know/Refused

50 (T) Roughly speaking, how many television channels do you receive in your home? [OPEN, IF
"Don't know" PROBE ONCE WITH "Just your best guess."] {new}

- _____ channels
- 998 998 or more
- 999 Don't know/Refused

51 (T) And, just your best guess, how many of those channels do you and your family actually watch?
[OPEN, IF "Don't know" PROBE ONCE WITH "Just your best guess."] {new}

- _____ channels
- 998 998 or more
- 999 Don't know/Refused

52 (T) Now I'm going to read a series of statements about the news. For each statement, please tell me
if you completely agree with it, mostly agree with it, mostly disagree with it, or completely
disagree with it. The first one is... [READ AND ROTATE] {5-00}

- a. News is not as important today as it once was
- b. I find that I often watch the news with my remote control in hand, flipping to other channels
when I'm not interested in the topic
- c. I wish I had more time to follow the news
- d. People who decide what to put on TV news or in the newspapers are out of touch with people like
me
- e. I find that I'm often not interested in a news story because I don't have enough background
information about it {new}

RESPONSE CATEGORIES:

- 1 Completely agree
- 2 Mostly agree
- 3 Mostly disagree
- 4 Completely disagree
- 5 Don't watch the news [VOL c FOR ITEM b ONLY]
- 9 Don't know/Refused

53 (T) 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? *{new}*

- 1 Watch/listen at regular times
- 2 Checks in from time to time
- 3 Neither **[VOL.]**
- 9 Don't know/Refused

[IF RESPONDENT DOES NOT GET NEWS AT REGULAR TIMES (Q.53=2) ASK:]

54 (T) When you're checking in on the news, what source do you typically use MOST? **[READ]** *{new}*

- 1 Network TV news
- 2 Cable TV news
- 3 Local TV news
- 4 Radio – **OR** –
- 5 The Internet
- 6 Other **[VOL. DO NOT READ]**
- 9 Don't know/Refused**[VOL. DO NOT READ]**

[ASK ALL:]

55 (T) We're interested in what's important to you when you watch, listen to, or read different news sources. Using a 5 point scale, where "5" means extremely important and "1" means not at all important, how important is it to you that the news... **[READ AND ROTATE ITEMS a-h]** And how important is it that the news... **[NEXT ITEM]** *{5-98}*

- a. Stirs your emotions
- b. Contains information that is helpful in your daily life
- c. Is enjoyable and entertaining
- d. Fits easily into your daily schedule
- e. Is accurate
- f. Is timely and up-to-date
- g. Has news personalities you like *{modified}*
- h. Contains information about international events *{new}*

- 5 Extremely important
- 4 4
- 3 3
- 2 2
- 1 Not at all important
- 9 Don't know/Refused

[IF GOES ONLINE FOR NEWS ONCE-A-WEEK OR MORE (Q.25-1,2,3) ASK:]

Earlier you said you get some news from the Internet...

56 (T) Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to? *{5-00}*

- 1 More often
- 2 Less often

- 3 Some more, others less [VOL.]
- 4 About the same
- 9 Don't know/Refused

[IF "MORE OFTEN (Q.56=1) ASK:]

57 (T) Which sources are you using MORE often? **[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.] {5-00}**

- 1 Newspapers
- 2 Television
- 3 Magazines
- 4 Radio
- 5 Other
- 9 Don't know/Refused

[IF "LESS OFTEN" OR "SOME MORE, SOME LESS" (Q.56=2,3) ASK]

58 (T) Which sources are you using LESS often? **[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES.] {5-00}**

- 1 Newspapers
- 2 Television
- 3 Magazines
- 4 Radio
- 5 Other
- 9 Don't know/Refused

[IF GOES ONLINE FOR NEWS (Q.25 = 1-5) ASK:]

59 (T) Do you sometimes get **[INSERT ITEM]** online, or not? **[ROTATE ITEMS; READ FULL STEM FOR EACH ITEM]{5-00 modified}**

- a. Political news
- b. Sports news
- c. International news
- d. News about science and health
- e. News about technology
- f. Weather
- g. Entertainment news
- h. Local news

[ASK FORM A ONLY:]

- i. (A) Business news

[ASK FORM B ONLY:]

- j. (B) Business and financial news {new}

RESPONSE CATEGORIES:

- 1 Yes
- 2 No
- 9 Don't know

[IF GOES ONLINE FOR NEWS (Q.25 = 1-5) ASK:]

60 (T) Do you receive news alerts in your e-mail? *{new}*

- 1 Yes
- 2 No
- 9 Don't Know/Refused

[IF INTERNET USER (Q.24=1) ASK:]

61 (T) 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? *{10-99 modified}*

- 1 Yes
- 2 No
- 9 Don't Know/Refused

[ASK ALL:]

On a different subject...

62 (A) In general, how would you rate the job the press has done in covering **[READ AND ROTATE]**?
Would you say the press does an excellent job, a good job, only a fair job, or a poor job? (And
how would you rate the job the press has done in covering **[NEXT ITEM]**?) *{new}*

[ASK FORM A ONLY]

- a. (A) International news
- b. (A) National news

[ASK FORM B ONLY]

- c. (B) The terrorist attacks and the war against terrorism
- d. (B) Local news

RESPONSE CATEGORIES:

- 1 Excellent job
- 2 Good job
- 3 Only fair job
- 4 Poor job
- 9 Don't know/Refused **[VOL. DO NOT READ]**

63 (T) Do you think the news media gives too much attention to foreign news, not enough attention to foreign news, or about the right amount of attention? *{APW 9-01}*

- 1 Too much
- 2 Not enough
- 3 Right amount
- 9 Don't know/Refused

[NO QUESTION 64-67]

[ASK FORM A ONLY:]

68 (A) I'm going to read a list of reasons why some people don't follow international news closely. For each one, tell me if it is a reason why YOU sometimes don't follow international news. First, **[READ AND ROTATE]**. Is this a reason why you sometimes don't follow international news, or not? *{new}*

- a. Events in other parts of the world often don't affect me
- b. There is too much reporting of wars and violence
- c. I sometimes don't have enough background information to follow international news stories
- d. It seems like the same news all the time, nothing ever really changes

RESPONSE CATEGORIES:

- 1 Yes, a reason sometimes don't follow international news
- 2 No, not a reason
- 9 Don't know/Refused

[ASK FORM B ONLY:]

69 (B) How interested are you in international news that includes **[READ AND ROTATE]**? Would you say you are very interested, somewhat interested, not too interested, or not at all interested? (How about **[NEXT ITEM]**...) *{new}*

- a. Experts giving their opinions about world events
- b. Live news reports from world trouble spots
- c. Background reports explaining world events
- d. Stories about ordinary people caught up in world events
- e. Interviews with world leaders

RESPONSE CATEGORIES:

- 1 Very interested
- 2 Somewhat interested
- 3 Not too interested
- 4 Not at all interested
- 9 Don't know/Refused

Finally, I'd like to ask you a few questions for statistical purposes only.

70 (T) Do you have any type of personal computer, including laptops, in your home? *{5-00 modified}*

- 1 Yes
- 2 No
- 9 Don't know/Refused

71 (T) Do you happen to have **[READ; ROTATE]**, or not? How about... *{5-00}*

- a. A cell phone
- b. A pager
- c. A satellite dish
- d. A DVD player
- e. A palm pilot or other similar product *{modified}*
- f. A smart TV product like Tivo (pronounced "TEE-Voh") or UltimateTV *{new}*

RESPONSE CATEGORIES:

- 1 Yes
- 2 No
- 9 Don't know/Refused

D.1 ENTER RESPONDENT'S SEX:

- 1 Male
- 2 Female

D.2 What is your age?

- _____ years
- 97 97 or older
- 99 Don't know/Refused

D.3 Are you married, divorced, separated, widowed, or never been married?

- 1 Married
- 2 Divorced
- 3 Separated
- 4 Widowed
- 5 Never been married
- 9 Don't know/Refused

D.4a Are you the parent or guardian of any children under 18 now living in your household?

- 1 Yes
- 2 No **C GO TO D.5**
- 9 Don't know/Refused **C GO TO D.5**

D.4b How many of those children are between the ages of 13 and 17?

D.4c How many of those children are between the ages of 5 and 12?

D.4d How many of those children are under the age of 5?

[ASK ALL:]

D.5 On a regular weeknight, what time do you usually go to sleep? **[DO NOT READ]**

- 1 Before 9:00 pm
- 2 9:00- 9:59 pm
- 3 10:00-10:59 pm
- 4 11:00-11:29 pm
- 5 11:30-11:59 pm
- 6 12:00-12:29 am
- 7 12:30-12:59 am
- 8 1:00 am or later
- 9 Don't know/Refused

D.6 What is the last grade or class that you completed in school? **[DO NOT READ]**

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)

- 4 Business, Technical, or vocational school AFTER high school
- 5 Some college, no 4-year degree
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college (e.g., toward a master's Degree or Ph.D.; law or medical school)
- 9 Don't know/Refused

D.7 Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes -- **SEE INSTRUCTION**
- 2 No -- **GO TO D.8**
- 9 Don't know/Refused -- **GO TO D.8**

[INTERVIEWER: IF RESPONDENT ANSWERED 1 >HISPANIC= IN D.7, ASK: Are you white Hispanic, black Hispanic, or some other race? IF NON-HISPANIC ASK:]

D.8 What is your race? Are you white, black, Asian or some other?

- 1 White
- 2 Black
- 3 Asian
- 4 Other or mixed race
- 9 Don't know/Refused

D.9 Were you, either of your parents, or any of your grandparents born in a country other than the United States or Canada? **[IF YES, PROBE FOR WHOM; CHECK AS MANY AS APPLY]**

- 1 Yes, respondent
- 2 Yes, parents
- 3 Yes, grandparents
- 4 No
- 9 Don't Know/Refused

D.10 What is your religious preference - Protestant, Roman Catholic, Jewish, Mormon, or an orthodox church such as the Greek or Russian Orthodox Church?

- 1 Protestant (include Baptist, Episcopal, Jehovah's Witness, Lutheran, Methodist, Presbyterian, Episcopalian, Pentecostal, Church of Christ, etc.)
- 2 Roman Catholic
- 3 Jewish -- **GO TO D.12**
- 4 Mormon (include Church of Jesus Christ of Latter Day Saints)
- 5 Orthodox Church (Greek or Russian)
- 6 Islam/Muslim --**GO TO D.12**
- 7 Other religion **[SPECIFY]**
- 8 No religion, not a believer, atheist, agnostic -- **GO TO D.12**
- 9 Don't know/Refused

[IF 1,2,4,5,7,9 IN D.10 ASK:]

D.11 Would you describe yourself as a "born again" or evangelical Christian, or not?

- 1 Yes, would
- 2 No, would not
- 9 Don't know/Refused

[ASK ALL:]

D.12 Last year, that is in 2001, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. **[READ]**

- 1 Less than \$10,000
- 2 \$10,000 to under \$20,000
- 3 \$20,000 to under \$30,000
- 4 \$30,000 to under \$40,000
- 5 \$40,000 to under \$50,000
- 6 \$50,000 to under \$75,000
- 7 \$75,000 to under \$100,000
- 8 \$100,000 or more
- 9 Don't know/Refused **[DO NOT READ]**

D.13 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

- 1 Yes, registered
- 2 No, not registered
- 9 Don't know/Refused

[IF "YES, REGISTERED" (D.13=1) ASK:]

D.14 Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

- 1 Absolutely certain
- 2 Chance registration has lapsed
- 9 Don't know/Refused

[ASK ALL:]

D.15 In politics today, do you consider yourself a Republican, Democrat or Independent?

- 1 Republican -- **GO TO D.17**
- 2 Democrat -- **GO TO D.17**
- 3 Independent
- 4 No Preference
- 5 Other
- 9 Don't know

[IF D.15=3,4,5,9 ASK:]

D.16 As of today do you lean more to the Republican Party or more to the Democratic Party?

- 1 Republican
- 2 Democrat
- 9 Other/Don't know/Refused

[ASK ALL:]

D.17 In the 2000 Presidential election, did things come up which kept you from voting, or did you happen to vote? **[IF VOTED, ASK: Did you vote for Gore, Bush, Nader or Buchanan?]**

- 1 Yes, Gore
- 2 Yes, Bush
- 3 Yes, Nader
- 4 Yes, Buchanan
- 5 Yes, other candidate **[VOL.]**
- 6 Yes, don't remember which candidate **[VOL.]**
- 7 No, didn't vote/Too young
- 8 Don't remember if voted **[VOL.]**
- 9 Refused **[VOL.]**

D.18 How often would you say you vote...**[READ]**

- 1 Always
- 2 Nearly always
- 3 Part of the time, **--OR--**
- 4 Seldom
- 5 Other **[VOL.]**
- 6 Never vote **[VOL.]**
- 9 Don't know/Refused

D.19 In general, would you describe your political views as ...**[READ]** {5-00}

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal, **--OR--**
- 5 Very Liberal?
- 9 **[DO NOT READ]** Don't know/Refused

D.20 Do you own or rent your own home?

- 1 Own
- 2 Rent
- 3 Other arrangement **[VOL.]**
- 9 Don't know/Refused

D.21 Are you now employed full-time, part-time or not employed?

- 1 Full-time
- 2 Part-time
- 3 Not employed
- 9 Don't know/Refused

[IF MARRIED (D.3=1) ASK:]

D.21a Is your spouse now employed full-time, part-time or not employed?

- 1 Full-time
- 2 Part-time
- 3 Not employed
- 9 Don't know/Refused

[ASK ALL:]

[INCLUDE AYour spouse@ FOR MARRIED PEOPLE ONLY (D.3=1)]

D.22 Are you (or is your spouse) a member of a labor union?

- 1 Yes, respondent is
- 2 Yes, spouse is
- 3 Yes, both
- 4 Neither are
- 9 Don't know/Refused

D.23 Have you ever traveled to any countries outside the United States, not including Canada or Mexico?

- 1 Yes
- 2 No
- 9 Don't know/Refused

D.24 Which of the following BEST describes the place where you now live?...**[READ]**

- 1 A large city
- 2 A suburb near a large city
- 3 A small city or town
- 4 OR a rural area
- 9 **[DO NOT READ]** Don't know/Refused

D.25 CHECK THE DAY OF WEEK INTERVIEW WAS COMPLETED

1 Mon 2 Tues 3 Wed 4 Thurs 5 Fri 6 Sat 7 Sun

D.26 ENTER NUMBER OF CALL ON WHICH THIS INTERVIEW WAS COMPLETED

END OF INTERVIEW. **THANK RESPONDENT**; Thank you very much for you time.
Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.