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For The People & The Press

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Twitter, Facebook Play Very Modest Roles

Cable Leads the Pack as Campaign News Source

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Twitter, Facebook Play Very Modest Roles

Cable Leads the Pack as Campaign News Source

With a contested primary in only one party this year, fewer Americans are closely following news about the presidential campaign than four years ago. As a consequence, long-term declines in the number of people getting campaign news from such sources as local TV and network news have steepened, and even the number gathering campaign news online, which had nearly tripled between 2000 and 2008, has leveled off in 2012.

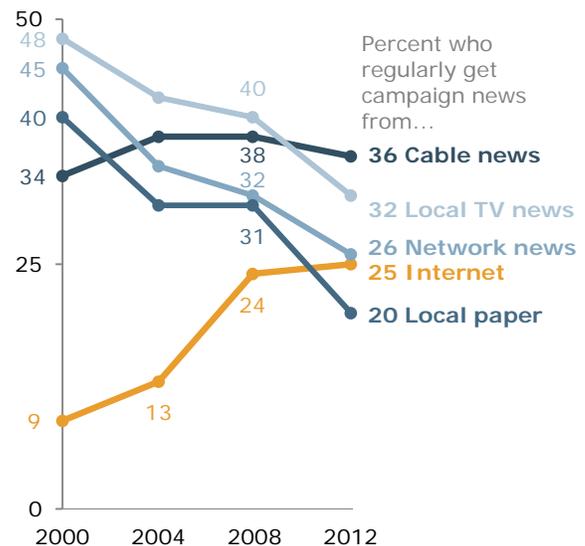
The one constant over the course of the past four elections is the reach of cable news. Currently, 36% of Americans say they are regularly learning about the candidates or campaign on cable news networks. That is virtually unchanged from previous campaigns, yet cable news is now the top regular source for campaign news.

The cable networks also hosted most of the candidate debates, which stand out as a particularly interesting aspect of the campaign.

Nearly half of Republicans (47%) have watched a GOP debate during this campaign, up from 32% at a comparable point four years ago.

In contrast to cable, the Pew Research Center for the People & the Press' 2012 campaign news survey, conducted Jan. 4-8 among 1,507 adults nationwide, finds broad declines in the numbers getting campaign news from newspapers, and local and network TV news. Just 20% say they regularly learn something about the presidential campaign or candidates from their local daily newspapers. In 2008, 31% said they got campaign news from their daily newspaper and 40% did so in the 2000 election cycle. There are comparable declines in the share regularly getting campaign information from network evening news programs and local TV news. For all three of these sources, the rate of decline slowed during the dramatic 2008 election cycle, but has again continued on a downward track.

Campaign News Sources: Internet, Cable Flat, Others Decline



PEW RESEARCH CENTER Jan. 4-8, 2012.

In previous campaigns, declining figures for traditional sources were at least partly offset by increasing numbers turning to the internet. But that is not the case in 2012, as the number regularly getting campaign news online has leveled off. This is largely due to a lack of interest in the early 2012 campaign among younger Americans, who have traditionally been the broadest internet news consumers, and who also are less apt to be Republicans.

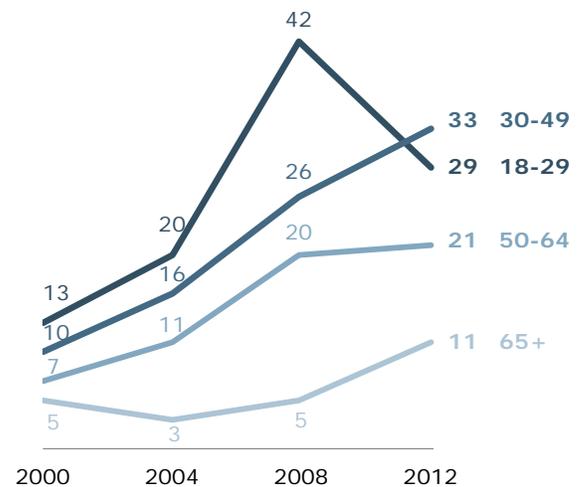
Over the month of January, only 20% of those younger than 30 said they were following news about the campaign very closely, down from 31% in January 2008. In fact, on the weekend Newt Gingrich won a dramatic victory in the South Carolina primary, young people expressed as much interest in a battle over online piracy legislation as they did in the campaign. (See [“Cruise Ship Accident, Election Top Public’s Interests,” Jan. 24, 2012](#)).

As campaign interest among young people has declined, fewer say they are going online for campaign news. Just 29% of those younger than 30 regularly learn something about the campaign online, down from 42% four years ago. Early in the 2008 campaign, people under age 30 were twice as likely as people 30 and older to get campaign information online. There is far less of an age gap today.

While other sources have advanced and receded, cable news networks have held their own over the past four election cycles. Moreover, cable news reaches a substantial number across age and partisan lines. To be sure, Republicans and Democrats are increasingly turning to different cable networks for their campaign news. When asked where they get most of their campaign news, far more Republicans than Democrats cite Fox News, while Democrats are much more likely than Republicans to cite CNN and MSNBC.

Fewer Young People Getting Campaign News Online

Percent regularly learning about the candidates and campaign on the internet



PEW RESEARCH CENTER Jan. 4-8, 2012. Q45e.

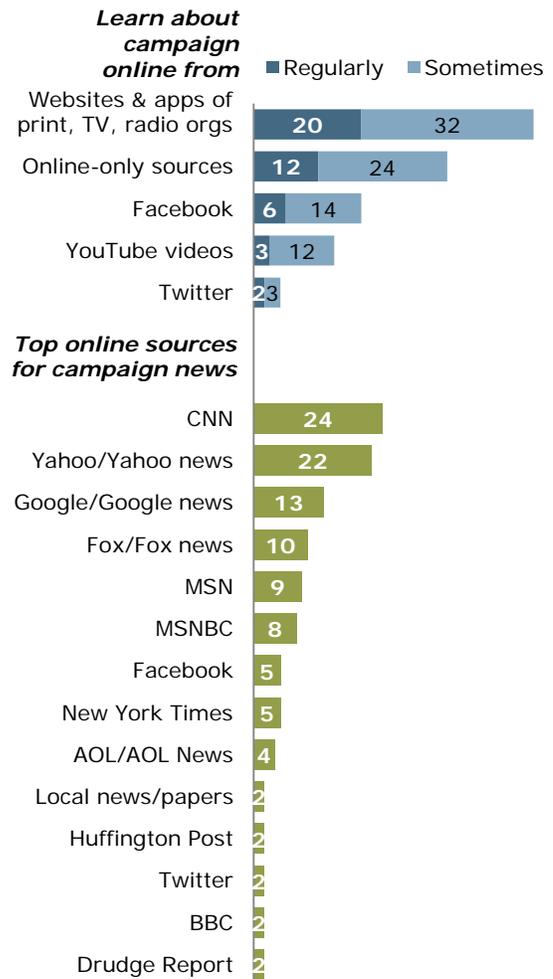
Few Learning from Social Networks

Many of the newest internet tools for getting campaign information, including social networking, are being used by a relatively limited audience. One-in-five Americans (20%) say they regularly or sometimes get campaign information from Facebook and just one-in-twenty (5%) say the same about Twitter. Even among Facebook and Twitter users, most say they hardly ever or never learn about the campaign or candidates through those sources.

About half (52%) of Americans say they at least sometimes learn about the campaign from websites or apps of TV, newspaper, magazine or radio news organizations. Slightly more than a third (36%) regularly or sometimes learn from websites or apps of news sources that are only available online.

When respondents are asked to name the specific internet sources they turn to for campaign news and information, the most frequently cited are CNN (by 24% of those who get campaign news online), Yahoo (22%), Google (13%), Fox News (10%), MSN (9%) and MSNBC (8%). Politically-oriented sites like Huffington Post and the Drudge Report are each mentioned by only 2% of those who get campaign news online.

Campaign Information Online



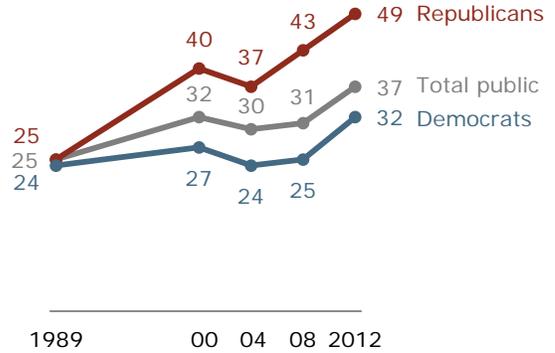
PEW RESEARCH CENTER Jan. 4-8, 2012. Q46, Q38. Top online source based on open-ended responses from those who have gotten any 2012 campaign news online.

More See Biased Coverage

The survey finds that the number saying there is a great deal of political bias in the news has risen to a new high, with the most intense criticism coming from Tea Party Republicans. Currently, 37% of Americans say there is a great deal of bias in news coverage and 30% say there is a fair amount of bias. Far fewer see not too much bias (21%) or none at all (10%). The percentage saying there is a great deal of bias has increased six points, from 31% to 37%, since 2008.

About three-quarters (74%) of Republicans who agree with the Tea Party movement say there is a great deal of bias – at least twice the percentage as in any other political group, including non-Tea Party Republicans (33%) and liberal Democrats (36%). Among news audiences, those who cite the Fox News Channel or the radio as their main source of campaign news are the most likely to say there is a great deal of bias in news coverage.

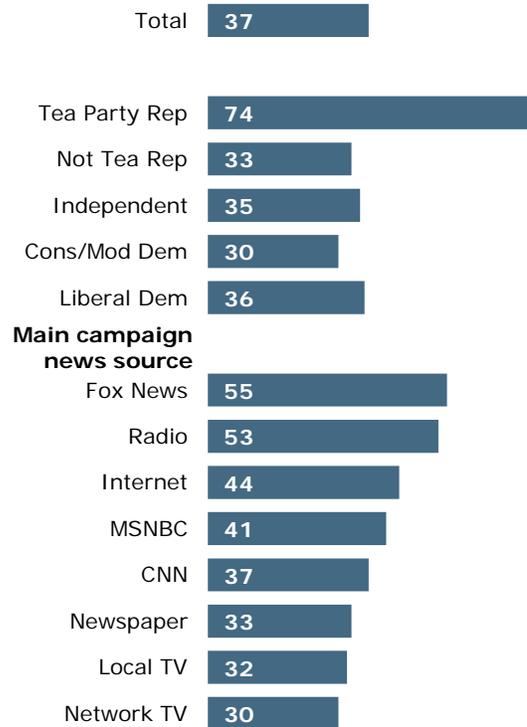
A Great Deal of Bias in the News



PEW RESEARCH CENTER Jan. 4-8, 2012. Q60.

Tea Party Republicans Far More Likely than Others to See Bias

Percent saying there is a great deal of political bias in news coverage



PEW RESEARCH CENTER Jan. 4-8, 2012. Q60.

Campaign Outreach

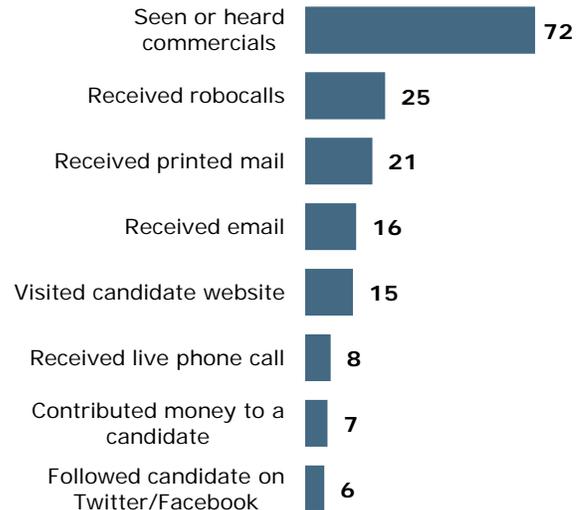
While new technology allows campaigns and groups multiple ways to reach out to voters, campaign commercials have by far the widest reach. Fully 72% of registered voters nationwide report having seen or heard campaign commercials related to the 2012 presidential campaign. That is far more than the percentages saying they have received email from a campaign or political group (16%), visited a candidate's website (15%) or followed a candidate's updates on Twitter or Facebook (6%).

While small, the number of people who track candidates on social networking has grown. At this point in the 2008 campaign, just 3% said they had signed up as a "friend" of a candidate on a social networking site.

One-in-four (25%) say they have already received pre-recorded telephone calls about the campaign, often referred to as "robocalls." That is comparable to the level early in the 2008 presidential campaign. Only about a third as many (8%) have gotten phone calls from a live person. Telephone outreach has not been limited to Republicans. Democrats and Democratic-leaning voters are just as likely as Republicans and Republican leaners to have received live phone calls (8% each), and only slightly less likely to have received campaign robocalls (23% vs. 28% of Republicans).

Overall, 7% of registered voters say they have contributed money to a campaign, about the level measured early in the 2008 campaign (8% in Nov. 2007). But unlike four years ago, Democratic and Democratic-leaning voters are more likely than Republicans and Republican leaners to say they have contributed to a candidate – presumably Obama – in the 2012 campaign.

How Campaigns and Candidates Are Reaching Voters



PEW RESEARCH CENTER Jan. 4-8, 2012. Q53. Based on registered voters.

SECTION 1: CAMPAIGN INTEREST AND NEWS SOURCES

The 2012 presidential campaign is drawing significantly less interest than the 2008 campaign from Democrats and younger people. According to the Pew Research Center's News Interest Index surveys over the course of January, 30% of Democrats have been following election news very closely, down from 42% in January 2008, during the primary contest between Barack Obama and Hillary Clinton. By contrast, Republican interest has changed little since 2008 (36% very closely now, 33% then).

The 2012 campaign also is attracting less interest from young people. So far this year, only 20% of people under age 30 have been following news about the campaign very closely. That compares with 31% four years ago. Interest is down slightly among those ages 30 to 64, and has held steady among older Americans. This year, people age 65 and older are twice as likely as those under 30 to be closely following the election (40% vs. 20%). Four years ago, there was only a small gap between the interest of younger and older Americans.

Democrats, Young People Following Campaign Less Closely

<i>% following election news very closely...</i>	Jan 2008	Jan 2012	Change
Total	34	29	-5
Republican	33	36	+3
Democrat	42	30	-12
Independent	31	25	-6
18-29	31	20	-11
30-49	32	24	-6
50-64	38	32	-6
65+	39	40	+1

PEW RESEARCH CENTER Weekly News Interest Index surveys. Based on aggregated data from January in each year.

Campaign News Sources

The audiences for several traditional campaign news sources – including local television news, nightly network news and daily newspapers – fell between 2000 and 2004 but stabilized during the 2008

campaign, which attracted considerable public interest.

The new survey finds further declines in the numbers saying they regularly get campaign news from these traditional sources.

Roughly a third (32%) say they regularly get campaign news from local television news, down from 40% four years ago. About a quarter (26%) say they regularly learn about the campaign from nightly network news, down six points since December 2007. And just 20% regularly get campaign news from local newspapers, compared with 31% who regularly learned something from their daily newspaper four years ago.

Where the Public Learns about the Campaign

	Jan 2000	Jan 2004	Dec 2007	Jan 2012
<i>Regularly learn something about presidential campaign from...</i>	%	%	%	%
Cable news networks	34	38	38	36
Local TV news	48	42	40	32
National nightly network news	45	35	32	26
The internet	9	13	24	25
Your local daily newspaper*	40	31	31	20
Websites or apps of news orgs.	--	--	--	20
Morning TV news shows	18	20	22	16
Talk radio shows	15	17	16	16
Cable news talk shows	14	14	15	15
Online-only websites or apps	--	--	--	12
Sunday morning talk shows	15	13	14	12
NPR	12	14	18	12
Late night comedy shows, such as Jay Leno, SNL, Daily Show*	6	8	8	9
National newspapers	--	--	--	8
Religious television or radio*	7	5	9	8
News shows on PBS	12	11	12	7
Facebook	--	--	--	6
YouTube videos	--	--	--	3
Twitter	--	--	--	2

PEW RESEARCH CENTER Jan. 4-8, 2012. Q45-46.

* 2000-2007 "Your daily newspaper."

* 2000-2007 "Comedy shows such as SNL and Daily Show."

* 2000-2007 "Religious radio shows."

During the 2000 campaign, local television (48%), nightly network news (45%) and daily newspapers (40%) were the public's leading regular sources for campaign news. At that time, the audiences for all three surpassed the number who regularly said they got campaign news from cable news networks.

Yet cable news has maintained its campaign news audience over the last dozen years and now ranks as the top regular source for campaign news and information. Currently, 36%

say they regularly learn about the campaign from cable news networks, which is little changed from the three previous presidential campaigns.

A quarter of Americans (25%) say they regularly learn something about the campaign from the internet, which is virtually unchanged from 2008 (24%). Between 2000 and 2008, the number relying on the internet for campaign news increased from 9% to 24%.

When it comes to specific internet sources, relatively few say they are regularly learning about the campaign from Facebook (6%), YouTube videos (3%) or Twitter (2%). Instead, the more common sources of campaign news online are the websites or apps of television, radio, newspaper or magazine news organizations (20%) and online-only sites and apps (12%).

Young People Less Engaged

Reflecting their lack of interest in the 2012 campaign generally, young people are significantly less likely to say they are learning about the campaign from the internet than four years ago. Just 29% of those younger than 30 say they regularly learn about the candidates and campaigns online, compared with 42% early in the 2008 campaign. The web has grown as a source for those in older age groups, though not those ages 50 to 64.

The internet is not the only campaign news source that young people are using less. Compared with four years ago, half as many 18-to-29-year-olds regularly learn about the campaign from daily newspapers (11% down from 25%) and network evening news (12% down from 24%). Fewer young people also are

Far Fewer Young People Going Online for Campaign News

	Jan 2000	Jan 2004	Dec 2007	Jan 2012	07-12 change
	%	%	%	%	
The internet	9	13	24	25	+1
18-29	13	20	42	29	-13
30-49	10	16	26	33	+7
50-64	7	11	20	21	+1
65+	5	3	5	11	+6
Cable news	34	38	38	36	-2
18-29	38	37	35	28	-7
30-49	31	37	36	32	-4
50-64	40	43	38	39	+1
65+	34	37	45	47	+2
Nightly network news	45	35	32	26	-6
18-29	39	23	24	12	-12
30-49	40	32	28	21	-7
50-64	51	44	40	37	-3
65+	56	49	39	36	-3
Local TV	48	42	40	32	-8
18-29	42	29	25	15	-10
30-49	45	42	39	33	-6
50-64	51	50	51	37	-14
65+	59	47	47	45	-2
Local daily newspapers*	40	31	31	20	-11
18-29	31	23	25	11	-14
30-49	37	27	26	18	-8
50-64	44	36	37	24	-13
65+	58	45	40	31	-9

PEW RESEARCH CENTER Jan. 4-8, 2012. Q45.
* 2000-2007 "Your daily newspaper."

getting campaign news from local television news.

Meanwhile, cable news has grown to be the top source partly by expanding its reach among older Americans. In 2000, barely a third (34%) of people age 65 and older said they regularly got campaign information from cable networks. That put cable far behind local television news (59%), daily newspapers (58%) and nightly network news (56%) among those in this age group.

Today, the share of Americans 65 and older who regularly get campaign information from cable networks has risen to 47%, which is on par with local television news (45%). Among those in this age group, 36% regularly get campaign news from nightly network news and 31% regularly learn about the campaign from daily newspapers (31%).

Age and News Sources

The top campaign news sources for those younger than 30 continue to be the internet and cable news networks. Still, only about three-in-ten regularly learn something about the campaign from these sources (29% internet, 28% cable).

The next most common sources for younger Americans are local television news and late night comedy shows, cited as regular sources of campaign information by 15% each. In fact, aside from the internet and other online sources, late night comedy shows are the only campaign news source

Wide Age Gap for Many Campaign News Sources

	18-29	30-49	50-64	65+	Old-young diff
<i>Regularly learn something about campaign from...</i>	%	%	%	%	
Local TV news	15	33	37	45	+30
National nightly network news	12	21	37	36	+24
Your local daily newspaper	11	18	24	31	+20
Cable news networks	28	32	39	47	+19
Cable news talk shows	11	7	19	28	+17
Morning TV news shows	9	12	21	23	+14
Sunday morning talk shows	4	10	19	15	+11
News shows on PBS	4	6	8	11	+7
Religious television or radio	6	7	9	11	+5
Talk radio shows	12	19	15	16	+4
National newspapers	6	8	12	8	+2
NPR	10	15	9	11	+1
Websites or apps of news orgs.	17	23	22	14	-3
YouTube videos	5	3	2	1	-4
Twitter	4	2	1	*	-4
Online-only websites or apps	13	14	12	5	-8
Late night comedy shows	15	7	9	6	-9
Facebook	11	8	4	1	-10
The internet	29	33	21	11	-18

PEW RESEARCH CENTER Jan. 4-8, 2012. Q45-46.

tested that young people turn to more than older people.

People age 65 and older are three times as likely as those younger than 30 to regularly learn about the election from local television news (45% versus 15%) and nightly network news (36% versus 12%), and the gap is almost as large for local daily newspapers (31% versus 11%).

Social Networks and Campaign News

Very few Americans regularly learn about the campaign from Facebook (6%) or Twitter (2%). This partly reflects the fact that these social networks are not used at all by large numbers of Americans. But even among Twitter users, just 17% say they regularly learn about the presidential election from Twitter; another 24% say they sometimes learn about the campaign this way. Most Twitter users say they hardly ever (19%) or never (40%) learn about the election from Twitter.

Similarly, only about one-in-ten (11%) people who use social networking sites, such as Facebook, Google+ and LinkedIn, say they regularly learn about the campaign from Facebook and another quarter say they sometimes do. Almost half of social networkers (46%) say they never learn about the election there. Another 17% say they hardly ever learn about the campaign from Facebook.

Social networking plays a larger role for younger Americans. Among social network users under age 50, about 40% say they regularly or sometimes learn about the campaign from Facebook. Among social network users who are 50 and older, just 24% say the same.

Modest Numbers Turn to Twitter, Facebook for Campaign News

<i>Learn about campaign from ...</i>	All	Twitter users
	%	%
Twitter		
Regularly	2	17
Sometimes	3	24
Hardly ever	2	19
Never	5	40
Don't use/Don't know	<u>88</u>	<u>1</u>
	100	100
N	1,507	148
		Social networking users
Facebook	All	%
	%	%
Regularly	6	11
Sometimes	14	25
Hardly ever	10	17
Never	26	46
Don't use/Don't know	<u>44</u>	<u>1</u>
	100	100
N	1,507	808

PEW RESEARCH CENTER Jan. 4-8, 2012. Q46d-e. Figures may not add to 100% because of rounding.

Main Sources of Campaign News

The survey includes a measure of where people get *most* of their news about the presidential election campaign, as well as asking about the news sources they *regularly* use.

As in past campaigns, a large majority (69%) cites television as a main source of campaign news. About a third (34%) cites the internet

as a top campaign news source. For the first time, more Americans mention the internet than newspapers as a main campaign news source (34% vs. 22%). At about the same point four years ago, roughly equal numbers listed the internet (26%) and newspapers (30%) as their main campaign news source.

Nearly two-thirds (64%) of those younger than 30 say television is a top news source, and 54% say the same about the internet. The internet is the second most frequently named source for those 30 to 49. Among those 50 to 64, about as many say they get most of their campaign news from the internet (28%) as from newspapers (27%). Television is, far and away, the top source for those 65 and older (86%), followed by newspapers (41%). Far fewer (14%) say the internet is a top source, with about as many as citing radio (12%).

Television Remains Main Campaign News Source

<i>Top sources for campaign news</i>	Feb 1992	Feb 1996	Jan 2000	Jan 2004	Dec 2007	Jan 2012
	%	%	%	%	%	%
Television	78	75	86	78	72	69
Internet	--	2	7	13	26	34
Newspaper	47	49	36	38	30	22
Radio	17	18	14	15	13	16
Magazines	4	4	3	2	4	3
Other (Vol.)	3	1	3	2	3	3
Don't know	1	1	1	2	2	4

PEW RESEARCH CENTER Jan. 4-8, 2012. Q35. Figures are based on first and second mentions and adjusted to standardize variation in the number of mentions in different years.

For Young People, Internet Rivals TV as Campaign News Source

<i>Top sources for campaign news</i>	18-29	30-49	50-64	65+
	%	%	%	%
Television	64	68	83	86
Internet	54	43	28	14
Newspaper	14	17	27	41
Radio	17	20	18	12
Magazines	*	4	2	5
Other	7	2	2	2
Don't know	6	5	2	1
N	235	427	471	335

PEW RESEARCH CENTER Jan. 4-8, 2012. Q35. Figures are based on first and second mentions.

Partisan Cable Landscape

Cable television news is a main campaign news source for 45% of Republicans, 41% of Democrats and 37% of independents. But they turn to different cable networks. Republicans are far more likely to count on Fox News (36%) for campaign information than are Democrats (11%). Democrats are much more likely than Republicans to rely on CNN (26% vs. 12%) and MSNBC (17% vs. 5%).

Republicans and Republican-leaning independents who agree with the Tea Party are especially likely to rely on Fox News as a main television source of campaign news: 53% say they get most of their news about the election from Fox News, compared with just 26% of other Republicans and Republican leaners.

Where Partisans Turn For News

	Rep	Dem	Ind
<i>Top sources for campaign news</i>	%	%	%
Television	76	78	70
Internet	38	36	38
Radio	23	13	18
Newspapers	22	26	23
Magazines	3	3	2
Main TV source			
Cable network (NET)	45	41	37
Fox News	36	11	22
CNN	12	26	18
MSNBC	5	17	10
Local TV news	21	20	21
Broadcast network (NET)	25	32	20
ABC	12	15	12
CBS	10	15	7
NBC	11	16	10

PEW RESEARCH CENTER Jan. 4-8, 2012. Q35-36. Figures add to more than 100% because of multiple responses.

Top Online Sources for Campaign News

Those who get news online tend to rely on the websites or apps of news organizations and search engines or aggregators.

Almost a quarter cite CNN (24%) and nearly as many (22%) point to Yahoo. Google (13%) and Fox also are popular (10%). Facebook was mentioned by 5% of internet news users, as many as cited the New York Times. Twitter was named by 2% of internet news users.

Young adults list many of the same sites as those who are older: Among those younger than 30 who use the internet to get news, CNN, Yahoo and Google are among their top online sources of campaign information. Facebook is offered by 8% of young people and Twitter by 4%.

Far more Republican internet news users (22%) than independents (7%) or Democrats (4%) say they turn to Fox News online for campaign news. Partisan differences in the numbers going to CNN and MSNBC are less dramatic. Three-in-ten (30%) Democratic internet news users cite CNN as a main source for campaign news, as do 22% of independents and 20% of Republicans. About one-in-ten Democrats (11%) and Republicans (9%) cite MSNBC, along with 5% of independents.

Familiar Names Top Web Sources

<i>Online sources you turn to for campaign news ...</i>	%
CNN	24
Yahoo/Yahoo News	22
Google/Google News	13
Fox/Fox News	10
MSN	9
MSNBC	8
Facebook	5
New York Times	5
AOL/AOL News	4
Other newspapers	3
Local news/Local papers	2
Huffington Post	2
Twitter	2
BBC	2
Candidates' sites/emails	2
Drudge Report	2
ISP websites	2

PEW RESEARCH CENTER Jan. 4-8, 2012. Q38. Based on internet news users (N=795). Multiple responses accepted, Partial data shown; see topline for complete list.

SECTION 2: DEBATES AND CAMPAIGN OUTREACH

When the survey was in the field in early January (Jan. 4-8), there had already been 13 debates among the GOP candidates, and another two occurred while the survey was taking place. Four-in-ten (40%) Americans say they have watched one or more of these debates.

By the end of 2007, Republican candidates had held a comparable number of debates, but only 33% of the public had watched. The Democratic debates drew more interest that year, with 40% saying they had watched any of those debates.

Nearly half (47%) of Republicans have seen a debate during the current campaign, up from 32% at the same point in the 2008 campaign. Among Republicans and Republican-leaning independents who agree with the Tea Party, fully 66% have seen a GOP debate.

Democrats also are more interested in the Republican debates than they were four years ago; 44% have seen a GOP debate, up from 34% in late 2007. Democrats are about as likely to have seen one or more GOP debates during this campaign as to have watched a Democratic debate four years ago (46%).

Independents are less likely than either Republicans or Democrats to have seen a GOP debate this cycle. Roughly a third of independents (35%) have watched a Republican debate, which is largely unchanged from four years ago (34%). Among Republican-leaning independents, however, 47% have watched a GOP debate during this campaign – the same percentage as among Republicans.

Among Americans who have watched the debates, 38% say they have learned a lot about the candidates from them, including 44% of Republicans and 35% of both Democrats and independents.

Who's Watching the GOP Debates?

<i>Watched GOP debates?</i>	Yes	No	DK
	%	%	%
Total	40	60	*=100
Republican	47	53	*=100
Democrat	44	55	*=100
Independent	35	64	*=100
Lean Rep	47	53	*=100
Lean Dem	27	73	*=100

Among Rep/ Lean Rep

Tea Party	66	34	1=100
Not Tea Party	35	64	*=100

PEW RESEARCH CENTER Jan. 4-8, 2012. Q51.

More Republicans Watch Debates

<i>Watched GOP debates?</i>	Dec 2007	Jan 2012
	%	%
Yes	32	47
No	67	53
Don't know	<u>1</u>	<u>*</u>
	100	100

PEW RESEARCH CENTER Jan. 4-8, 2012. Q51. Based on Republicans.

Campaign Outreach

While the internet gives campaigns new tools for reaching out to potential voters, the campaign tactics that have the broadest reach are some of the most traditional in nature. About seven-in-ten voters (72%) say they have seen or heard campaign commercials, and 21% have received mail about the candidates or campaigns. Roughly a quarter (26%) have received phone calls about the candidates or campaigns, with pre-recorded calls outpacing calls from staffers or supporters by three-to-one (25% have received robocalls, 8% live calls).

Fewer than one-in-five voters (16%) have received email about the candidates from the campaigns or political groups, and about the same number (15%) have visited campaign websites. And while all the major candidates have ways in which voters can follow or receive updates from candidates through Facebook or Twitter, only 6% of registered voters in the country have done so.

Democratic and Democratic-leaning voters (10%) are twice as likely as Republican and Republican-leaning voters (5%) to have made donations during this presidential campaign. This is largely unchanged for Democrats from four years ago, but self-reported donations by GOP voters have dropped from about this time four years ago (10% in November 2007).

In Digital Era, Campaign TV Ads, Phone Calls Still Widespread

	Total	Rep/ Ln Rep	Dem/ Ln Dem	18-29	30-49	50-64	65+
<i>In this presidential campaign, have...</i>	%	%	%	%	%	%	%
Seen/heard commercials about candidates	72	76	69	64	72	76	73
Got pre-recorded call about the campaign	25	28	23	15	23	25	33
Got printed mail about candidates	21	23	19	11	17	22	35
Got email from campaigns/political groups	16	14	19	15	17	17	13
Visited candidate's website	15	15	15	25	19	12	5
Got call from live person about the campaign	8	8	8	3	6	7	15
Contributed money to any candidates	7	5	10	4	5	6	12
Followed candidate on Twitter/Facebook	6	5	7	12	7	5	*
N	1165	549	504	116	321	400	296

PEW RESEARCH CENTER Jan. 4-8, 2012. Q53. Based on registered voters.

SECTION 3: PERCEPTIONS OF BIAS, NEWS KNOWLEDGE

The number of Americans who believe there is a great deal of political bias in news coverage has edged up to 37% from 31% four years ago. Republicans continue to express more concern about media bias than do Democrats, but the rise in recent years has occurred across party lines.

About half (49%) of Republicans say there is a great deal of media bias, and this rises to 57% among conservative Republicans. By comparison, 32% of Democrats and 35% of independents see a great deal of bias in the news. This partisan gap is no wider than in the 2008 campaign, when 43% of Republicans, 25% of Democrats, and 30% of independents felt there was a great deal of bias.

Men (41%) are somewhat more likely than women (33%) to see bias in the news. Younger Americans under 50 (31%) are less likely than those 50 and older (44%) to see a great deal of bias in coverage. Differences also exist across socioeconomic lines with higher-earning and better-educated Americans more likely to say there is a great deal of political bias in the news.

As in the past, most Americans say they prefer to get political news from sources that have no particular political point of view than from sources that share their political view. About two-thirds (68%) say they prefer to get political news from sources that do not have a political point of view, compared with just 23% who prefer news from sources that share their point of view (23%). Roughly two-thirds of the public has expressed this preference since the question was first asked in 2004. There is no substantial partisan difference on this question.

More See "Great Deal " of Political Bias

<i>Political bias in news coverage ...</i>	Aug 1989	Jan 2000	Jan 2004	Dec 2007	Jan 2012
	%	%	%	%	%
A great deal	25	32	30	31	37
A fair amount	51	37	35	31	30
Not too much	19	20	24	25	21
Not at all	3	6	9	9	10
Don't know	<u>2</u>	<u>5</u>	<u>2</u>	<u>4</u>	<u>3</u>
	100	100	100	100	100

PEW RESEARCH CENTER Jan. 4-8, 2011. Q60. Figures may not add to 100% because of rounding.

Most Want News Without Political Point of View

Prefer news sources that...

	Have no point of view	Share your point of view	Don't know
	%	%	%
Total	68	23	9=100
Republican	65	26	9=100
Democrat	71	25	4=100
Independent	71	22	7=100

PEW RESEARCH CENTER Jan. 5-8, 2012. PEW6. Figures may not add to 100% because of rounding.

News Sources and Political Knowledge

The general public's knowledge about some of the fundamentals of the major candidates' resumes, positions and the campaign process is rather limited. The survey, conducted Jan. 4-8 after the Iowa caucuses and before the New Hampshire primary, found 58% were able to identify Newt Gingrich as the candidate who had been speaker of the U.S. House of Representatives. Fewer than half (46%) knew that Mitt Romney was governor of Massachusetts, and just 37% could identify Ron Paul as the Republican candidate opposed to U.S. military involvement in Afghanistan. About as many (39%) knew that the next primary after New Hampshire would be held in South Carolina. (For more about voters' knowledge about the candidates and campaign, see "[Many Voters Unaware of Basic Facts about GOP Candidates.](#)")

About a third of the Americans (35%) answered three or four of the questions correctly. This is somewhat higher among those who cite MSNBC (49%) or the Fox News Channel (48%) as their main television source for campaign news, as well as among those who get most of their news on the radio (48%).

Overall, people who cite the internet as their main source of campaign news do slightly better than average in terms of campaign knowledge; 42% answered at least three questions correctly. But there is a huge difference among internet users based on where they get campaign news.

Those who cite national newspapers as one of their online campaign news sources do well on the knowledge quiz: 73% answered at least three questions correctly. That compares with 50% of those who cite cable network websites. Just a third (33%) of those who get campaign news from Yahoo, Google, MSN or AOL answered at least three questions correctly.

Campaign Knowledge by Main News Source

	Three or more correct	N
	%	
Total	35	1507
Main source		
Radio	48	264
Internet	42	543
Newspaper	40	400
Television	35	1136
TV sources		
MSNBC	49	182
Fox News	48	356
NBC	39	222
CBS	34	180
CNN	34	300
Local	28	319
ABC	27	205
Internet sources		
Nat'l newspapers	73	95
Cable networks	50	258
Yahoo, Google, MSN, AOL	33	278

PEW RESEARCH CENTER Jan. 4-8, 2012. Q62-65.

Enjoying Political News

About a quarter of the public enjoys keeping up with news about campaigns and elections a lot, but that sentiment is less common among independents and young adults. About three-in-ten Republicans (30%) and Democrats (27%) say they enjoy it a lot, compared with 17% of independents. Indeed, independents are as likely to say they don't enjoy keeping up with politics at all (21%).

Among Republicans and Republican-leaning independents, those who agree with the Tea Party are much more likely than those who do not to say they enjoy political news a lot (41% vs. 16%).

About a third of people age 50 and older (32%) say they enjoy keeping up with political news a lot, but fewer 30-to-49-year-olds agree (18%) and just 13% of those younger than 30 say they enjoy political news a lot. Almost a quarter of those younger than 30 (24%) say they do not enjoy it at all.

Young People, Independents Less Likely to Enjoy Campaign News

Enjoy keeping up with campaign news

	A lot %	Some %	Not much %	Not at all %	Don't know %
Total	23	34	26	17	1=100
Republican	30	36	20	14	*=100
Democrat	27	36	26	12	*=100
Independent	17	32	29	21	1=100
18-29	13	37	26	24	1=100
30-49	18	36	30	15	1=100
50-64	32	33	20	14	1=100
65+	32	26	27	14	1=100

PEW RESEARCH CENTER Jan 4-8, 2012. Q39. Figures may not add to 100% because of rounding.

About the Surveys

Most of the analysis in this report is based on telephone interviews conducted January 4-8, 2012 among a national sample of 1,507 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (902 respondents were interviewed on a landline telephone, and 605 were interviewed on a cell phone, including 297 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see <http://people-press.org/methodology/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,507	3.5 percentage points
18-29	235	8.0 percentage points
30-49	427	6.0 percentage points
50-64	471	5.5 percentage points
65+	335	6.5 percentage points
Republicans	423	6.0 percentage points
Democrats	468	5.5 percentage points
Independents	515	5.5 percentage points
Registered voters	1,165	3.5 percentage points
Rep/Rep-leaning voters	549	5.5 percentage points
Dem/Dem-leaning voters	504	5.5 percentage points
Twitter users	148	10.0 percentage points
Social networking users	808	4.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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

Some of the analysis in this report is based on telephone interviews conducted January 5-8, 2012 among a national sample of 1,000 adults 18 years of age or older living in the continental United States (600 respondents were interviewed on a landline telephone, and 400 were interviewed on a cell phone, including 184 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,000	4.0 percentage points
Republicans	265	7.5 percentage points
Democrats	259	7.5 percentage points
Independents	370	6.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 2012 POLITICAL COMMUNICATIONS & METHODS STUDY
FINAL TOPLINE
January 4-8, 2012
N=1,507

QUESTIONS 1-2, 5-6, 11-12, 17-21, 23-25, 27-29 HELD FOR FUTURE RELEASE

NO QUESTIONS 3-4, 7-8, 10, 13-16, 22, 26, 30-34

ASK ALL:

- INT1 Do you use the internet, at least occasionally?
 INT2 Do you send or receive email, at least occasionally?
 INT3 Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

Jan 4-8

2012

83 Yes to any
 17 No/Don't know/Refused to all

ASK ALL INTERNET USERS (INT1=1 OR INT2=1 OR INT3=1):

Q.9 Do you ever... **[INSERT ITEM IN ORDER]**?

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>	<u>Not an internet user</u>
a. Use Twitter				
<i>Based on internet users [N=1,260]:</i>				
Jan 4-8, 2012	14	86	*	--
<i>Based on total:</i>				
Jan 4-8, 2012	12	71	*	17
b. Use social networking sites, such as Facebook, Google Plus or LinkedIn				
<i>Based on internet users [N=1,260]:</i>				
Jan 4-8, 2012	68	32	*	--
<i>Based on total:</i>				
Jan 4-8, 2012	56	26	*	17

ASK ALL:

Thinking about the 2012 presidential election campaign...

Q.35 How have you been getting most of your news about the presidential election campaign? From **[READ AND RANDOMIZE]**? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE: Is there a second source where you have been getting campaign news?]**

	<u>Tele- vision</u>	<u>News- papers</u>	<u>Radio</u>	<u>Maga- zines</u>	<u>Internet</u>	<u>(VOL.) Other</u>	<u>(VOL.) DK/Ref</u>
Jan 4-8, 2012	74	23	17	3	36	3	4
November, 2008 (<i>Voters</i>) ¹	68	33	16	3	36	2	*
Oct 24-27, 2008 ²	72	25	24	3	33	1	1
Oct 17-20, 2008	73	32	18	3	33	2	1
Oct 10-13, 2008	74	19	16	2	30	2	1
May 30-Jun 2, 2008	70	29	15	2	29	2	1
Mar 20-24, 2008	72	25	12	3	26	1	1
Late December, 2007	71	30	13	4	26	3	2
November, 2004 (<i>Voters</i>)	76	46	22	6	21	2	1
Mid-October, 2004	76	28	15	2	10	3	2
Early September, 2004	80	41	18	3	17	3	1

¹ Voter surveys based on those who voted in the presidential election that year. For these surveys, question began "How did you get most of your news..."

² For all surveys from March 2008 to October 2008 question began "How do you get most of your news..."

Q.35 CONTINUED...

	Television	News-papers	Radio	Magazines	Internet	(VOL.) Other	(VOL.) DK/Ref
Early January, 2004	79	39	15	2	13	2	2
November, 2000 (Voters)	70	39	15	4	11	1	*
June, 2000	65	27	11	2	5	2	2
February, 2000	73	33	15	2	7	2	1
January, 2000	75	31	12	3	6	3	1
November, 1996 (Voters) ³	72	60	19	11	3	4	1
September, 1996	75	44	14	5	2	2	1
April, 1996	81	48	21	6	2	3	1
February, 1996	85	56	21	5	2	1	1
November, 1992 (Voters)	82	57	12	9	n/a	6	1
September, 1992	83	49	13	5	n/a	4	1
June, 1992	84	55	18	7	n/a	4	*
May, 1992	86	51	17	6	n/a	3	1
March, 1992	83	48	14	4	n/a	3	*
February, 1992	80	49	18	4	n/a	3	1

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

RANDOMIZE ORDER OF Q.36 AND Q.37/Q.38 IN BLOCK:

ASK IF RESPONDENT ANSWERED '1' TELEVISION AS 1ST OR 2ND RESPONSE IN Q.35:

Q.36 On television, have you been getting most of your news about the presidential election campaign from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

BASED ON TOTAL:

	Local	ABC	CBS	NBC	CNN	MSNBC	Fox News Channel	(VOL.) Other	(VOL.) DK/Ref	TV not a main source
Jan 4-8, 2012	21	13	11	12	19	11	22	3	3	(26)
November, 2008 (Voters) ⁴	10	7	6	8	21	9	22	3	1	(32)
December, 2007	13	12	9	12	18	7	17	3	3	(29)
November, 2004 (Voters)	12	11	9	13	15	6	21	2	5	(24)
Mid-October, 2004	16	9	7	10	11	2	15	2	4	(24)
Early September, 2004	16	11	8	13	18	5	19	2	5	(20)
Early January, 2004	17	15	11	14	22	7	20	3	3	(21)

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

TREND FOR COMPARISON:

On television, do you get most of your campaign news from [READ AND RANDOMIZE. ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

	Oct 24-27 2008	Oct 17-20 2008	Oct 10-13 2008	May 30- Jun 2, 2008	Mar 20-24 2008
Local news programs	13	12	16	16	19
Network news like ABC, CBS and NBC	24	24	26	28	26
CNN Cable news	24	26	23	22	22
MSNBC Cable news	10	10	14	9	10
The Fox News Cable Channel	21	21	22	16	18
Other (VOL.)	1	1	1	1	1
Don't know/Refused (VOL.)	1	1	1	2	1
TV not a main source	28	27	26	30	28

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

³ In 1996, internet response option was worded "computer online sources." Internet was not offered as a response in 1992.
⁴ Voter surveys based on those who voted in the presidential election that year. For these surveys, question began "On television, did you get most of your campaign news..." In December 2007 and Mid-October 2004 and before, question began "Do you get most of your news about the presidential election campaign from..."

RANDOMIZE ORDER OF Q.36 AND Q.37/Q.38 IN BLOCK:

ASK IF RESPONDENT DID NOT ANSWER '5' INTERNET AS 1ST OR 2ND RESPONSE IN Q.35:
 Q.37 Do you ever get news about the presidential election campaign from the internet, or not?

BASED ON TOTAL:

Jan 4-8

2012

15	Yes
48	No
1	Don't know/Refused (VOL.)
36	<i>Reported getting news from the internet in Q.35</i>

RANDOMIZE ORDER OF Q.36 AND Q.37/Q.38 IN BLOCK:

ASK IF RESPONDENT ANSWERED '5' INTERNET AS 1ST OR 2ND RESPONSE IN Q.35 OR GET SOME CAMPAIGN NEWS FROM THE INTERNET (Q.37=1):

Q.38 On the internet, what are some of the sources you turn to for campaign news and information online? **[OPEN END; DO NOT READ, USE PRECODES WHERE APPLICABLE; ACCEPT UP TO SIX RESPONSES AND PROBE FOR ADDITIONAL "Anyplace else?"] [INTERVIEWER NOTE: DO NOT NEED TO TYPE .com EXTENSION]**

BASED ON ALL INTERNET NEWS USERS [N=795]:

Jan 4-8

2012

24	CNN
22	Yahoo/Yahoo News
13	Google /Google News
10	Fox/Fox News
9	MSN
8	MSNBC
5	Facebook
5	New York Times
4	AOL/AOL News
3	Other newspapers/Newspapers in general
2	Local news/Local newspapers
2	Huffington Post
2	Twitter
2	BBC
2	Candidate/campaign websites and emails
2	Drudge Report
2	ISP home pages
1	Wall Street Journal
1	Washington Post
1	NPR
1	YouTube
1	Politico
1	USA Today
1	Associated Press/Reuters
1	Real Clear Politics
16	Other
3	None/Haven't gotten campaign information online
6	Don't know/Refused

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

Q.38 TREND FOR COMPARISON:

Thinking about news websites and other sources of campaign information online... Please name some of the websites where you get information about the presidential campaigns and candidates? [OPEN END; DO NOT READ, USE PRECODES WHERE APPLICABLE; ACCEPT UP TO SIX RESPONSES AND PROBE FOR ADDITIONAL "Anyplace else?"]

BASED ON INTERNET USERS WHO GOT ANY CAMPAIGN NEWS ONLINE [N=639]:

Dec <u>2007</u> ⁵	
26	MSNBC/MSN/NBC News
23	CNN
22	Yahoo/Yahoo News
9	Google/Google News
9	Fox News
7	AOL/AOL News
6	New York Times
3	Drudge Report
3	ISP Homepages (AT&T, Comcast, BellSouth)
3	MySpace
2	Candidate websites
2	YouTube
2	BBC
1	Local TV/Radio websites
1	USA Today
1	Washington Post
6	Other newspapers
20	Other
12	None, haven't gotten campaign information online
4	Don't know/Refused

ASK ALL:

Q.39 And how much do you enjoy keeping up with political news about campaigns and elections – a lot, some, not much, or not at all?

Jan 4-8 <u>2011</u>		Dec <u>2007</u>	Early Jan <u>2004</u>
23	A lot	26	17
34	Some	39	37
26	Not much	23	29
17	Not at all	11	16
1	Don't know/Refused	1	1

ASK ALL:

REGIST 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?

[INSTRUCTION: IF RESPONDENT VOLUNTEERS THAT THEY ARE IN NORTH DAKOTA AND DON'T HAVE TO REGISTER, PUNCH 1 FOR REGIST AND REGICERT]

ASK IF RESPONDENT ANSWERED '1' YES IN REGIST:

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

74	Yes, registered
71	Absolutely certain
3	Chance registration has lapsed
*	Don't know/Refused (VOL.)
26	No, not registered
1	Don't know/Refused (VOL.)

QUESTIONS 40-43 PREVIOUSLY RELEASED

⁵ December 2007 question was asked of those who said they used the internet or email AND who said they learned something about the presidential campaign on the internet regularly or sometimes.

NO QUESTION 44

ASK ALL:

Q.45 Please tell me how often, if ever, you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or the CANDIDATES from each of the following sources. First, **[INSERT FIRST ITEM; RANDOMIZE ITEMS a-g, THEN h-o; ITEM a SHOULD ALWAYS DIRECTLY PRECEDE ITEM b; OBSERVE FORM SPLITS]** — Do you regularly, sometimes, hardly ever, or never LEARN something about the presidential campaign or candidates from **[ITEM]**? How about **[NEXT ITEM]**? **[READ OCCASSIONALLY AND WHEN NECESSARY: Do you regularly, sometimes, hardly ever, or never LEARN something about the presidential campaign or candidates from (ITEM)]?**

RANK ORDER SUMMARY TABLE Q.45 and Q.46: See trends for full item wording

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	(VOL.) Don't use/ DK/Ref
Q.45c	Cable news networks	36	31	13	17	4
Q.45a	Local TV news	32	34	15	15	3
Q.45b	National nightly network news	26	30	15	24	5
Q.45e	The internet	25	27	12	32	4
Q.45f.F1	Your local daily newspaper	20	22	19	32	6
Q.46a	Websites or apps of news organizations	20	32	16	14	18 ⁶
Q.45i.F1	The morning television news shows	16	23	12	43	5
Q.45i.F2	Talk radio shows	16	19	13	48	5
Q.45k.F1	Cable news talk shows	15	19	12	49	5
Q.46b	Websites or apps of online-only sources	12	24	19	26	19 ¹⁶
Q.45n.F2	The Sunday morning talk shows	12	23	12	48	6
Q.45h.F1	NPR, National Public Radio	12	18	11	53	7
Q.45o	Late night comedy shows	9	19	14	51	6
Q.45g.F2	National newspapers	8	18	16	49	8
Q.45j.F1	Religious television or radio	8	12	10	65	4
Q.45m.F2	News shows on PBS	7	15	14	58	6
Q.46e	Facebook	6	14	10	26	44 ⁷
Q.46c	YouTube videos	3	12	13	53	19 ¹⁶
Q.46d	Twitter	2	3	2	5	88 ⁸

TRENDS:

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	(VOL.) Don't watch/ DK/Ref
a.	The local TV news about your viewing area					
	Jan 4-8, 2012	32	34	15	15	3
	December, 2007	40	32	12	12	4
	Early January, 2004	42	35	8	12	3
	January, 2000	48	29	9	11	3
b.	The national nightly network news on CBS, ABC and NBC					
	Jan 4-8, 2012	26	30	15	24	5
	December, 2007	32	33	13	16	6
	Early January, 2004	35	35	10	17	3
	January, 2000	45	29	7	16	3
c.	Cable news networks such as CNN, MSNBC and the FOX news CABLE channel					
	Jan 4-8, 2012	36	31	13	17	4
	December, 2007	38	31	11	14	6
	Early January, 2004	38	37	6	15	4
	January, 2000 ⁹	34	31	9	21	5

⁶ Includes those who do not use the internet.

⁷ Includes those who do not use the internet or social networking sites.

⁸ Includes those who do not use the internet or Twitter.

⁹ In January 2000 the item was worded, "Cable news networks such as CNN and MSNBC."

Q.45 CONTINUED...

						(VOL.)
		Regularly	Sometimes	Hardly ever	Never	Don't watch/ DK/Ref
NO ITEM d						
e.	The internet					
	Jan 4-8, 2012	25	27	12	32	4
	December, 2007	24	22	12	34	8
	Early January, 2004	13	20	10	50	7
	January, 2000	9	15	9	57	10
ASK FORM 1 ONLY [N=780]:						
f.F1	Your local daily newspaper					
	Jan 4-8, 2012	20	22	19	32	6
TREND FOR COMPARISON:						
	<i>Your daily newspaper</i>					
	December, 2007	31	27	15	19	8
	Early January, 2004	31	30	16	20	3
	January, 2000	40	26	10	16	8
ASK FORM 2 ONLY [N=727]:						
g.F2	National newspapers, such as USA Today, the New York Times or the Wall Street Journal					
	Jan 4-8, 2012	8	18	16	49	8
ASK FORM 1 ONLY [N=780]:						
h.F1	NPR, National Public Radio					
	Jan 4-8, 2012	12	18	11	53	7
	December, 2007 ¹⁰	18	25	15	34	8
	Early January, 2004	14	21	12	48	5
	January, 2000	12	21	14	43	10
i.F1	The morning television shows such as The Today Show, Good Morning America or The Early Show					
	Jan 4-8, 2012	16	23	12	43	5
	December, 2007	22	18	14	35	11
	Early January, 2004	20	26	10	39	5
	January, 2000	18	24	11	39	8
j.F1	Religious television or radio, such as shows by Christian Broadcasting Network or Focus on the Family					
	Jan 4-8, 2012	8	12	10	65	4
TRENDS FOR COMPARISON:						
	<i>Religious radio shows, such as Focus on the Family</i>					
	December, 2007	9	14	12	55	10
	Early January, 2004	5	15	13	63	4
	January, 2000	7	12	14	59	8
	April, 1996	6	12	15	67	*
	<i>Christian Broadcasting Network</i>					
	April, 1996	6	12	16	65	1
k.F1	Cable news talk shows, such those hosted by Bill O'Reilly, Chris Matthews, Sean Hannity or Rachel Maddow					
	Jan 4-8, 2012	15	19	12	49	5
	December, 2007 ¹¹	15	21	14	40	10
	Early January 2004	14	30	12	38	6

¹⁰ In December 2007 and before item was worded "National Public Radio (NPR)."

¹¹ In December 2007 item was worded "Political talk shows on cable TV, such as The O'Reilly Factor, Keith Olbermann and Hardball." In January 2004 and earlier, the item read, "Political talk shows on cable TV, such as CNN's Crossfire and CNBC's Hardball."

Q.45 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	(VOL.) <u>Don't watch/ DK/Ref</u>
January, 2000	14	25	13	39	9
ASK FORM 2 ONLY [N=727]:					
I.F2 Talk radio shows					
Jan 4-8, 2012	16	19	13	48	5
December, 2007	16	24	17	33	10
Early January, 2004	17	29	21	30	3
January, 2000	15	29	19	31	6
April, 1996	12	25	24	39	*
m.F2 News shows on PBS, such as The NewsHour and Washington Week					
Jan 4-8, 2012	7	15	14	58	6
December, 2007 ¹²	12	21	18	38	11
Early January, 2004	11	22	13	47	7
January, 2000	12	24	14	40	10
n.F2 The Sunday morning talk shows, such as Meet the Press, Face the Nation or Fox News Sunday					
Jan 4-8, 2012	12	23	12	48	6
December, 2007 ¹³	14	19	18	39	10
Early January, 2004	13	26	12	43	6
January, 2000	15	21	12	41	11
ASK ALL:					
o. Late night comedy shows, such as Jay Leno, Saturday Night Live or The Daily Show					
Jan 4-8, 2012	9	19	14	51	6
TRENDS FOR COMPARISON:¹⁴					
<i>Late night TV talk shows, such as David Letterman and Jay Leno</i>					
December, 2007	9	19	24	35	13
Early January, 2004	9	19	20	46	6
January, 2000	9	19	18	45	9
April, 1996	6	19	19	56	0
<i>Comedy shows, such as Saturday Night Live and The Daily Show</i>					
December, 2007	8	20	22	37	13
Early January, 2004	8	18	12	55	7
January, 2000	6	19	16	48	11

¹² In December 2007 and before item was worded "Public television shows such as The NewsHour with Jim Lehrer and Washington Week in Review."

¹³ In December 2007 and before item was worded "The Sunday morning network talk shows, such as This Week, and Meet the Press or Face the Nation."

¹⁴ In early January 2004 and earlier, these two items were offered as part of a list, as in Q.45. However, because of the Writer's Guild of America strike in 2007, respondents in the December 2007 survey were asked to think back to when these shows were on the air prior to the strike. In December 2007, question read "Most late-night comedy and talk shows have NOT been airing new episodes for the past few months because of the writers' strike. When [INSERT ITEM; ROTATE] WERE on the air prior to the strike, how often, if ever, did you learn something about the presidential campaign or candidates from these shows - regularly, sometimes, hardly ever or never? How about when [NEXT ITEM] were on prior to the strike?"

ASK ALL INTERNET AND SNS USERS (INT1=1 OR INT2=1 OR INT3=1 OR Q.9a=1 OR Q.9b=1):

Q.46 Now thinking about some ways people get campaign news from the internet...how often, if ever, do you LEARN SOMETHING about the PRESIDENTIAL CAMPAIGN or CANDIDATES from **[INSERT ITEMS IN ORDER]**—regularly, sometimes, hardly ever or never? How about **[NEXT ITEM]**? **[READ AS NECESSARY: Do you regularly, sometimes, hardly ever, or never LEARN something about the presidential campaign or candidates from (ITEM)]?**

		<u>Regularly</u>	<u>Some- times</u>	<u>Hardly ever</u>	<u>Never</u>	(VOL.) <u>Don't use/</u> <u>DK/Ref</u>	<i>Not an internet user</i>	
ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):								
a.	Websites or apps of TV, newspaper, magazine or radio news organizations <i>Based on internet users [N=1,260]:</i>							
	Jan 4-8, 2012	24	38	19	17	1	--	
	<i>Based on total:</i>							
	Jan 4-8, 2012	20	32	16	14	1	17	
b.	Websites or apps of sources only available online and not in print or on TV or radio <i>Based on internet users [N=1,260]:</i>							
	Jan 4-8, 2012	14	29	23	32	2	--	
	<i>Based on total:</i>							
	Jan 4-8, 2012	12	24	19	26	2	17	
c.	YouTube videos <i>Based on internet users [N=1,260]:</i>							
	Jan 4-8, 2012	4	14	16	64	3	--	
	<i>Based on total:</i>							
	Jan 4-8, 2012	3	12	13	53	2	17	
ASK IF TWITTER USER (Q.9a=1):								
d.	Twitter <i>Based on Twitter users [N=536]:</i>							
	Jan 4-8, 2012	17	24	19	40	1	--	--
	<i>Based on total:</i>							
	Jan 4-8, 2012	2	3	2	5	*	71	17
ASK IF SNS USER (Q.9b=1):								
e.	Facebook <i>Based on social networking users [N=808]:</i>							
	Jan 4-8, 2012	11	25	17	46	1	--	--
	<i>Based on total:</i>							
	Jan 4-8, 2012	6	14	10	26	1	26	17

NO QUESTIONS 47-50

ASK ALL:

Q.51 So far, have you watched any of the debates between the Republican candidates, or haven't you had a chance to watch any of them?

Jan 4-8 <u>2012</u>		Oct 13-16 <u>2011</u>	-----Dec 2007 ¹⁵ -----			Jul <u>2007</u>	<i>Democratic debates</i>	
			<u>Any debate</u>	<u>Rep debate</u>	<u>Dem debate</u>		Jan <u>2004</u>	Feb <u>1992</u>
40	Yes	27	43	33	40	40	20	16
60	No	73	57	65	59	59	80	84
*	Don't know/Refused (VOL.)	*	*	2	2	1	*	*

ASK IF WATCHED ANY OF THE DEBATES (Q.51=1):

Q.52 How much, if anything, have you learned about the candidates from the debates you have seen [READ]?

BASED ON TOTAL:		WATCHERS:	
Jan 4-8 <u>2012</u>	Jan 4-8 <u>2012</u>	Jan 4-8 <u>2012</u>	
15	38		A lot
21	52		A little
4	9		Nothing at all
*	1		Don't know/Refused (VOL.)
(60)	--		Haven't watched any debates
N	1507	670	

TREND FOR COMPARISON:

Have you found the debates to be helpful in learning about the candidates, or not?

BASED ON TOTAL:		WATCHERS:	BASED ON WATCHERS:
Oct 13-16 <u>2011</u>	Oct 13-16 <u>2011</u>		Jul <u>2007</u> ¹⁶
16	61	Yes	66
10	38	No	33
*	1	Don't know/Refused (VOL.)	1
(73)	--	Haven't watched any debates	
N	1,007	306	647

ASK ALL REGISTERED VOTERS (REGICERT=1):

Q.53 So far in this presidential campaign, have you... [INSERT IN ORDER], or not? Have you [NEXT ITEM] or not? [INTERVIEWER INSTRUCTION: IF RESPONDENT ASKS, CLARIFY THAT WE MEAN ASIDE FROM THE CURRENT CALL IN ITEM E]

BASED ON REGISTERED VOTERS [N=1,165]:

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a. Received PRINTED MAIL about one or more of the candidates			
Jan 4-8, 2012	21	77	1
November, 2008 ¹⁷	60	39	1
Mid-October, 2008	46	52	2
March, 2008	36	62	2
November, 2007	29	69	2

¹⁵ In December, 2007 this question asked about watching any of presidential debates and then followed up with whether those were Democratic debates, Republican debates or both. In July, 2007 the question referred to "any of the televised debates between presidential candidates". In 1992 and 2004, the question referred only to Democratic debates.

¹⁶ In July, 2007 this question referred to "any of the televised debates between presidential candidates."

¹⁷ In November 2008 and before, item read "Received MAIL about..."

Q.53 CONTINUED...		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
b.	Received EMAIL from the candidates' campaigns or other political groups Jan 4-8, 2012	16	84	1
TRENDS FOR COMPARISON:				
	<i>Received emails about the candidates or campaigns from any groups or political organizations</i> November, 2008	28	70	2
Ask all internet users:				
	<i>Have you received e-mails about the candidates or campaigns from any groups or political organizations, or not?</i> December, 2007	17	82 ¹⁸	1
NO ITEM c				
d.	Received PRE-RECORDED telephone calls about the campaign Jan 4-8, 2012 November, 2008 Mid-October, 2008 March, 2008 November, 2007	25 47 37 39 25	75 52 62 60 74	1 1 1 1 1
e.	Received a phone call from a LIVE PERSON about the campaign Jan 4-8, 2012 November, 2008 Mid-October, 2008 March, 2008 November, 2007	8 27 24 16 9	92 71 75 83 90	1 2 1 1 1
TREND FOR COMPARISON:				
	<i>Recently, have you been contacted over the phone by any candidates, campaigns or other groups urging you to vote in a particular way in the upcoming elections?</i> November, 2004 Mid-October, 2004 November, 2000	34 26 26	65 73 73	1 1 1
f.	Visited a candidate's website Jan 4-8, 2012	15	85	0
TREND FOR COMPARISON:				
	Ask all internet users: <i>Thinking about this year's elections, have you visited any of the candidates' websites on the internet, or not?</i> Mid-October, 2008 November, 2007	23 17	77 ³³ 84 ³³	* 0
g.	Followed a candidate's updates on Twitter or Facebook Jan 4-8, 2012	6	94	*
TREND FOR COMPARISON:				
	Ask all social networking users: <i>Have you signed up as a "friend" of any candidates on a social networking site or not?</i> Mid-October, 2008 December, 2007	4 3	96 ¹⁹ 97 ³⁴	* 0

¹⁸ Includes those who do not use the internet.

¹⁹ Includes those who do not use the internet or social networking sites.

Q.53 CONTINUED...

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
h. Seen or heard commercials about the candidates Jan 4-8, 2012	72	28	*
i. Contributed money to any of the presidential candidates Jan 4-8, 2012	7	93	*
November, 2008	17	82	1
Mid-October, 2008	15	85	*
March, 2008	9	91	*
November, 2007	8	91	1

TRENDS FOR COMPARISON:

Over the past 12 months, have you contributed money to any of the presidential candidates or not?

June, 2008	13	86	1
------------	----	----	---

Did you, yourself contribute money to a campaign in support of one of the presidential candidates this year, or not?

November, 2004 (Voters)	15	84	1
-------------------------	----	----	---

NO QUESTIONS 54-59**ASK ALL:**

Thinking about the news media in general,

Q.60 To what extent do you see political bias in news coverage? A great deal, a fair amount, not too much, or not at all?

Jan 4-8 <u>2012</u>		Dec <u>2007</u>	Early Jan <u>2004</u>	Jan <u>2000</u>	Aug <u>1989</u>
37	A great deal	31	30	32	25
30	A fair amount	31	35	37	51
21	Not too much	25	24	20	19
10	Not at all	9	9	6	3
3	Don't know/Refused (VOL.)	4	2	5	2

NO QUESTION 61**READ BEFORE Q.62-Q.65 SET:**

And a few questions about some things that have been in the news...

RANDOMIZE ORDER OF Q.62-Q.65**ASK ALL:**

Q.62 Was Mitt Romney governor of [READ AND RANDOMIZE]?

Jan 4-8 <u>2012</u>	
46	Massachusetts
8	Utah
6	Texas
5	Michigan
36	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF Q.62-Q.65**ASK ALL:**

Q.63 Which Republican candidate served as Speaker of the U.S. House of Representatives [**READ AND RANDOMIZE**]?

Jan 4-8

2012

58 **Newt Gingrich**
 5 Ron Paul
 3 Jon Huntsman
 2 Rick Santorum
 32 Don't know/Refused (**VOL.**)

RANDOMIZE ORDER OF Q.62-Q.65**ASK ALL:**

Q.64 Which Republican candidate opposes U.S. military involvement in Afghanistan [**READ AND RANDOMIZE**]?

Jan 4-8

2012

37 **Ron Paul**
 7 Rick Perry
 4 Newt Gingrich
 3 Rick Santorum
 49 Don't know/Refused (**VOL.**)

RANDOMIZE ORDER OF Q.62-Q.65**ASK ALL:**

Q.65 After Iowa and New Hampshire, which state holds the next Republican primary [**READ AND RANDOMIZE**]?

Jan 4-8

2012

39 **South Carolina**
 15 Ohio
 5 California
 4 New York
 38 Don't know/Refused (**VOL.**)

NO QUESTIONS 66-77**ASK ALL:**

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

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

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

				(VOL.)	(VOL.)	(VOL.)	Lean	Lean
	Republican	Democrat	Independent	No preference	Other party	DK/Ref	Rep	Dem
Jan 4-8, 2012	26	31	35	4	*	4	14	14
Dec 7-11, 2011	23	33	38	3	*	2	12	17
Nov 9-14, 2011	24	33	38	3	1	2	16	15
Sep 22-Oct 4, 2011	23	33	38	2	1	3	18	16
Aug 17-21, 2011	24	30	40	3	*	3	17	18
Jul 20-24, 2011	24	32	38	4	*	2	16	14
Jun 15-19, 2011	26	34	32	4	*	4	13	13
May 25-30, 2011	24	33	38	3	*	2	15	17
Mar 30-Apr 3, 2011	25	32	37	3	*	3	17	16
Mar 8-14, 2011	24	33	38	3	*	2	17	15
Feb 22-Mar 1, 2011	24	33	37	3	*	3	15	16
Feb 2-7, 2011	24	31	39	3	*	2	16	16

PARTY/PARTYLN CONTINUED...

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.)	(VOL.)	(VOL.)	<i>Lean</i>	<i>Lean</i>
				No	Other	<u>DK/Ref</u>	<i>Rep</i>	<i>Dem</i>
<i>Yearly Totals</i>				<u>preference</u>	<u>party</u>			
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK ALL:

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	<u>Agree</u>	<u>Disagree</u>	<u>either way</u>	(VOL.)	(VOL.)	<i>Not</i>
				No opinion	Haven't	<u>Refused</u>
				<u>heard of</u>		<u>DK</u>
Jan 4-8, 2012	18	25	52	2	3	--
Dec 7-11, 2011	19	27	50	2	2	--
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 ²⁰	22	22	53	2	2	--
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13

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In the February 2-7, 2011 survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May through October, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

TEAPARTY2 CONTINUED...

	<u>Agree</u>	<u>Disagree</u>	No opinion <u>either way</u>	(VOL.) Haven't <u>heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ <u>DK</u></i>
Jul 21-Aug 5, 2010	22	18	37	--	1	21
Jun 16-20, 2010	24	18	30	--	*	27
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31

PEW RESEARCH CENTER
 JANUARY 5-8, 2012
 FINAL TOPLINE
 N=1,000

PEW.1-PEW.5, PEWWP1 PREVIOUSLY RELEASED

ASK ALL:

PEW.6 Thinking about the different kinds of political news available to you, what do you prefer ... **[READ AND RANDOMIZE]**?

Jan 5-8 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Dec <u>2007</u>	April <u>2006</u>	Early Jan <u>2004</u>
23	Getting news from sources that share YOUR political point of view [OR]	25	23	23	23	25
68	Getting news from sources that DON'T have a particular political point of view	62	66	67	68	67
9	Don't know/Refused (VOL.)	13	11	10	9	8