

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
BIENNIAL MEDIA CONSUMPTION SURVEY 2012
FINAL TOPLINE
May 9-June 3, 2012
N=3,003

QUESTIONS 1 AND 2 PREVIOUSLY RELEASED

ASK ALL:

Q.3 Do you happen to read any daily newspaper or newspapers regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	49	50	*	October, 1994	73	27	*
Jun 8-28, 2010	49	51	*	July, 1994	74	26	*
May, 2008	54	46	*	February, 1994	70	30	0
April, 2006	59	41	*	January, 1994	71	29	*
April, 2004	60	40	*	June, 1992	75	25	*
April, 2002	63	37	*	July, 1991	73	27	*
April, 2000	63	37	*	May, 1991	70	30	*
November, 1998	70	30	0	January, 1991	72	27	1
April, 1998	68	32	*	November, 1990	74	26	0
April, 1996	71	28	1	October, 1990	72	28	0
June, 1995	69	34	*	July, 1990	71	29	0
March, 1995	71	29	*	May, 1990	71	29	0

ASK ALL:

Q.4 Do you happen to watch any TV news programs regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	71	29	*	July, 1994	81	19	*
Jun 8-28, 2010	72	27	*	February, 1994	84	16	0
May, 2008	75	25	*	January, 1994	85	15	*
April, 2006	77	23	*	June, 1992	85	15	*
April, 2004	79	21	*	July, 1991	84	16	*
April, 2002	78	22	*	May, 1991	84	16	*
April, 2000	75	25	*	January, 1991	88	12	*
April, 1998	80	20	*	November, 1990	80	20	*
April, 1996	81	19	0	October, 1990	81	19	0
June, 1995	78	22	*	July, 1990	81	19	0
March, 1995	82	18	*	May, 1990	80	20	0
October, 1994	81	19	*				

ASK ALL:

Q.5 Do you listen to news on the radio regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>		<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	42	58	*	October, 1994	51	49	*
Jun 8-28, 2010	43	56	*	July, 1994	52	48	0
May, 2008	46	54	*	February, 1994	53	47	0
April, 2006	49	51	*	January, 1994	52	48	*
April, 2004	49	51	*	June, 1992	54	46	*
April, 2002	48	52	*	May, 1991	53	47	*
April, 2000	46	54	*	January, 1991	55	45	*
April, 1998	52	48	*	November, 1990	55	45	*
April, 1996	51	49	*	October, 1990	54	46	0
June, 1995	50	50	*	May, 1990	56	44	*
March, 1995	54	46	*				

ASK ALL:

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

		Very <u>closely</u>	Fairly <u>closely</u>	Not too <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
a.	The current situation and events in Afghanistan May 9-Jun 3, 2012	21	32	28	18	2
b.	News about candidates for the 2012 presidential election May 9-Jun 3, 2012	28	30	22	18	1
c.	Reports about the condition of the U.S. economy May 9-Jun 3, 2012	36	35	17	10	1

NO QUESTIONS 7 OR 8

[INTERVIEWER NOTE: FOR QUESTIONS 9 THROUGH 25 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."]

ASK ALL:

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

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

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

	Total <u>Read the paper</u>	<i>Amount of time read the newspaper</i>					<u>Didn't read paper</u>	(VOL.) <u>DK/Ref</u>
		<i><15 min.</i>	<i>15-29</i>	<i>30-59</i>	<i>1 hour+</i>	<i>DK</i>		
May 9-Jun 3, 2012	29	4	9	10	6	*	71	*
Jun 8-28, 2010	31	4	8	12	7	*	69	*
May, 2008	34	5	9	13	7	*	66	*
April, 2006 ¹	40	5	10	15	9	1	60	*
April, 2004	42	5	11	17	9	*	58	*
November, 2002	39	--	--	--	--	--	61	*
April, 2002	41	7	10	15	8	1	59	*
April, 2000	47	9	14	16	8	*	53	*
Late September, 1999	47	9	12	16	10	*	53	*
November, 1998	47	8	11	16	11	1	53	*
April, 1998	48	8	14	17	9	*	52	*
November, 1997	50	8	14	17	10	1	50	0
April, 1996	50	7	15	18	10	*	50	*
June, 1995	52	7	15	18	11	1	48	*
March, 1995	45	9	14	16	6	0	55	*
February, 1994	58	7	15	21	14	1	42	0
January, 1994	49	7	15	17	10	*	50	1
March, 1991	56	n/a	n/a	n/a	n/a	n/a	44	*
Gallup, 1965	71	n/a	n/a	n/a	n/a	n/a	29	0

¹ In April 2006, Q.10 was form split with different interviewer options. The results presented here include both forms.

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

Q.11 Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online on a computer, tablet, cell phone or other device?²

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

Q.12 Would you say you spent MORE time reading the paper version or MORE time reading an online or digital version of the newspaper yesterday?³

BASED ON THOSE WHO READ A NEWSPAPER YESTERDAY [N=1,079]:

May 9-Jun 3 2012		Jun 8-28 2010	May 2008	Apr 2006
70	Paper version	73	79	86
21	Online/digital newspaper	16	12	6
9	Both (VOL.)	11	9	8
4	More paper version	4	4	5
4	More online/digital version	6	4	2
*	About equal (VOL.)	1	1	1
*	Don't know/Refused (VOL.)	0	0	0
*	Don't know/Refused (VOL.)	*	*	*

ASK ALL:

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

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

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

	Total Watched TV News	-- Amount of time watched TV News --					Didn't watch	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+	DK		
May 9-Jun 3, 2012	55	4	6	17	28	*	45	*
Jun 8-28, 2010	58	3	5	17	33	1	41	*
May, 2008	57	3	6	18	30	*	43	*
April, 2006	57	3	5	19	29	1	42	1
April, 2004	60	3	6	20	31	*	40	*
November, 2002	61	--	--	--	--	--	39	*
April, 2002	54	3	6	19	26	*	46	*
April, 2000	56	4	8	20	23	1	44	*
Late September, 1999	62	6	7	21	28	*	37	1
November, 1998	65	5	8	21	30	1	35	*
April, 1998	59	3	7	21	28	*	41	*
November, 1997	68	4	11	23	30	*	31	1
April, 1996	59	3	6	21	29	*	40	1
June, 1995	64	3	8	24	28	1	35	1
March, 1995	61	4	9	21	27	*	38	1
February, 1994	74	3	8	25	37	1	26	0
January, 1994	72	3	8	25	36	*	27	1
March, 1991	68	n/a	n/a	n/a	n/a	n/a	32	*
Gallup, 1965	55	n/a	n/a	n/a	n/a	n/a	45	0

² In April 2006 and May 2008, Q.11 read: "Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?" In June 2010, the question read: "Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online on a computer or handheld device?"

³ In April 2006 and May 2008, Q.12 read: "Would you say you spent MORE time reading the paper version or more time reading the online version yesterday?" In June 2010, it read: "Would you say you spent MORE time reading the paper version or MORE time reading the newspaper online yesterday?"

ASK FORM 2 ONLY [N=1,507]:

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

ASK IF WATCHED ANYTHING ELSE YESTERDAY (Q.15F2=1):Q.16F2 About how much time did you spend watching TV yesterday, not including the news? **[DO NOT READ]**

	Watched non-news TV	----- Amount of time watched non-news TV -----							Did not watch	DK/ Ref	(VOL.)
		<30 <i>min.</i>	30-<60 <i>min.</i>	~ 1 <i>hour</i>	+1-<2 <i>hours</i>	2-<3 <i>hours</i>	3-<4 <i>hours</i>	4+ <i>hours</i>			
May 9-Jun 3, 2012	57	1	5	9	5	16	9	12	1	43	*
Jun 8-28, 2010	61	1	3	11	6	17	9	13	1	38	*
May, 2008	58	1	3	13	7	16	7	10	1	42	*
April, 2006	63	1	4	12	6	19	10	10	1	36	1
April, 2004	63	1	5	12	6	19	8	11	1	36	1
April, 2002	58	2	3	11	5	17	8	12	*	41	1
April, 2000 ⁴	57	3	5	10	8	15	7	8	*	42	1
Late September, 1999	63	1	6	13	6	18	9	10	*	37	0
November, 1997	64	2	5	15	7	16	11	8	*	36	*
June, 1995	59	1	4	10	6	16	10	11	1	40	1
February, 1994	69	2	3	11	7	19	12	14	1	31	0

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

	Total (NET) Listened	Amount of time listened to radio news				Didn't listen	(VOL.) DK/Ref
		<15 min.	15-29	30-59	1 hour+		
May 9-Jun 3, 2012	33	6	5	8	13	67	*
Jun 8-28, 2010 ⁵	34	6	6	9	13	66	1
May, 2008	35	8	7	8	12	64	1
April, 2006	36	7	7	9	13	63	1
April, 2004	40	8	7	10	15	59	1
April, 2002	41	10	7	10	14	58	1
April, 2000	43	14	9	9	11	56	1
Late September, 1999	44	12	8	10	14	56	*
November, 1998	41	13	8	8	12	57	2
April, 1998	49	16	9	10	14	51	*
November, 1997	44	12	9	9	14	55	1
April, 1996	44	12	11	10	11	55	1
June, 1995	42	13	9	9	11	56	2
March, 1995	47	16	12	9	10	52	1
February, 1994	47	14	11	9	13	52	1
January, 1994	47	15	10	10	12	52	1
June, 1992	47	15	11	10	11	52	1
March, 1991 ⁶	54	23	9	18	14	46	*
March, 1990	52	22	11	10	9	47	1
February, 1990	55	24	11	9	11	44	1
January, 1990	51	21	12	9	9	48	1
Gallup, 1965	58	n/a	n/a	n/a	n/a	42	0

⁴ April 2000 is from a survey conducted for the Pew Internet & American Life Project (March 1 - May 1, 2000; N=6,036).⁵ In 2010 and earlier, the final phrase of the question was: "or didn't you happen to listen to the news on the radio yesterday?" In May 2008 and earlier, the question wording did not include "a radio news program."⁶ For March 1991, results based on Form 1.

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

Q.18 Did you listen to radio news yesterday on a traditional AM or FM radio, on satellite radio, on a computer, or on a handheld device, such as a cell phone or MP3 player? **[ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE]**

BASED ON THOSE WHO GOT RADIO NEWS YESTERDAY [N=1,019]:

May 9-Jun 3		Jun 8-18
<u>2012</u>		<u>2010</u>
87	Traditional AM/FM radio	89
6	Satellite radio	8
4	Computer	4
4	Handheld device (MP3/Cell phone)	1
2	Other (VOL.)	1
1	Don't know/Refused (VOL.)	*

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

NO QUESTION 19**ASK ALL:**

Q.20 Did you get any news ONLINE yesterday, or not?

May 9-Jun 3	
<u>2012</u>	
34	Yes
66	No
*	Don't know/Refused (VOL.)

ASK ALL:

Q.21 Did you get any news on a cell phone, tablet or other mobile handheld device yesterday, or not?

May 9-Jun 3	
<u>2012</u>	
17	Yes
83	No
*	Don't know/Refused (VOL.)

ASK IF MOBILE DEVICE (Q.21=1):

Q.21a Was that on a cell phone, tablet, or something else? **[ACCEPT MULTIPLE RESPONSES]**

May 9-Jun 3, 2012		
<i>Based on</i>	<i>Based on</i>	
<u>total</u>	<u>filter</u>	
4	23	Tablet
13	78	Cell phone
1	6	Something else (VOL.)
*	*	Don't know/Refused (VOL.)
83	--	<i>Did not get mobile news yesterday</i>
[3,003]	[450]	

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

ASK ALL:

Q.20 Did you get any news ONLINE yesterday, or not?

ASK ALL:

Q.21 Did you get any news on a cell phone, tablet or other mobile handheld device yesterday, or not?

NET TOTAL GOT NEWS ONLINE YESTERDAY; BASED ON TOTAL:

	<u>Yes</u>
May 9-Jun 3, 2012 (Q.11=2,3 or Q.20=1 or Q.21=1)	39
Jun 8-28, 2010 (Q.11=2,3 or Q.18=1)	34
May, 2008 (Q.11=2,3 or Q.18=1) ⁷	29
April, 2006 (Q.11=2,3 or Q.18=1)	23
April, 2004 (Q.18 asked of total sample)	24

ASK IF GOT ONLINE OR MOBILE NEWS YESTERDAY (Q.20=1 OR Q.21=1) AND ONLINE OR MOBILE NEWSPAPER YESTERDAY (Q.11=2,3):

Q.22 Was the news you got online or on a mobile device yesterday ONLY from the newspapers you mentioned earlier or did you also get news from OTHER sources?

May 9-Jun 3, 2012

Based on:

<u>Total</u>	<u>Filter</u>	
2	26	Only from newspapers
6	72	Also got news from other sources
*	2	Don't know/Refused (VOL.)
92	--	Did not get online/mobile newspaper yesterday
[3003]	[271]	

ASK IF GOT ONLINE OR MOBILE NEWS YESTERDAY (Q.20=1 OR Q.21=1):

Q.23 **[IF Q.22=2 READ: Aside from the time you spent reading newspapers...]** About how much time did you spend yesterday getting news... **[IF Q.20=1 AND Q.21=1: online on a computer, tablet, cell phone or other mobile device?]** **[IF Q.20=1 AND Q.21=2,9: online?]** **[IF Q.20=2,9 AND Q.21=1] on a tablet, cell phone or other mobile device?]** **[DO NOT READ; IF RESPONDENT VOLUNTEERS "NONE" OR "ZERO", PUNCH 1]**

DOES NOT INCLUDE TIME WITH NEWSPAPERS ONLINE OR THROUGH A MOBILE DEVICE; BASED ON TOTAL:

May 9-Jun 3

2012

39	Got online/mobile news yesterday
12	Less than 15 minutes
8	15 to less than 30 minutes
8	30 minutes to less than one hour
9	One hour or more
1	Don't know/Refused (VOL.)
61	Did not get online/mobile news yesterday/Don't know/Refused

NO QUESTION 24

⁷

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

ASK IF GOT ONLINE OR MOBILE NEWS YESTERDAY (Q.20=1 OR Q.21=1):

Q.25 Many national and local television news programs are available online and on mobile devices. Did you watch any television news programs on a computer, tablet, cell phone or other device yesterday, or not? **[IF RESPONDENT VOLUNTEERS THAT HE OR SHE WATCHED A CLIP OR SEGMENT OF A SHOW ONLY, ENTER 1 (YES) AND ENTER 2 (CLIP/SEGMENT) FOR Q26**

ASK IF WATCHED TV NEWS PROGRAM ONLINE OR ON A MOBILE DEVICE YESTERDAY (Q.25=1)

Q.26 Was that all or most of an entire TV news program, or just a clip or segment of a TV news program?

May 9-Jun 3, 2012

<i>Based on total</i>	<i>Based on who got online/mobile news yesterday</i>	
8	21	Yes
2	4	All or most of a program
6	16	Just a clip or segment of a program
*	*	Both/Some of each (VOL.)
*	*	Don't know/Refused (VOL.)
30	79	No
*	*	Don't know/Refused (VOL.)
62	--	Did not get mobile news yesterday
[3003]	[1173]	

NO QUESTION 27**ASK ALL:**

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

Q.28 Did you spend any time reading magazines?

ASK IF READ MAGAZINE YESTERDAY (Q.28=1):

Q.29 About how much time did you spend reading magazines yesterday? **[DO NOT READ]**

	Read <u>a magazine</u>	-- Amount of time reading magazines--					Didn't read	(VOL.) DK/Ref
		<u><15 min.</u>	<u>15-29</u>	<u>30-59</u>	<u>1 hour+</u>	<u>DK</u>		
May 9-Jun 3, 2012	19	4	5	6	4	*	80	*
Jun 8-28, 2012	19						80	*
May, 2008	23						77	*
April, 2006	24						76	*
April, 2004 ^B	25	2	7	9	7	*	75	*
April, 2002	23	3	5	9	6	*	77	*
April, 2000	26	4	6	8	8	*	74	*
Late September, 1999	28	4	8	9	7	*	72	*
April, 1998	29	4	7	10	8	*	71	*
November, 1997	32	6	8	9	9	*	68	*
June, 1995	31	4	8	11	8	*	69	*
February, 1994	33	5	9	10	9	*	67	0

ASK IF READ MAGAZINE YESTERDAY (Q.28=1):

Q.30 Yesterday, did you read a print magazine, or did you read a magazine on a computer, tablet, cell phone or other device?

May 9-Jun 3, 2012

<i>Based on total</i>	<i>Based on filter</i>	
17	89	Print magazine
1	6	Computer, tablet, cell phone or other device
1	3	Both print and electronic (VOL.)
*	2	Don't know/Refused (VOL.)
81	--	Did not read a magazine/Don't know if read a magazine yesterday
[3003]	[673]	

⁸ Based on Form 1 only.

ASK ALL:

Q.31 Not including school or work related books, did you spend any time reading a book yesterday? **[IF YES ASK: Was it a fiction or non-fiction book?] [IF RESPONDENT VOLUNTEERS THAT HE/SHE READ THE BIBLE, THE KORAN OR ANOTHER HOLY BOOK, FOLLOW WITH: "I know you have told me what book you read, but could you tell me if you consider it to be fiction or nonfiction?"]⁹**

May 9-Jun 3		Jun 8-28	Apr	Apr	Apr	Late Sep	Nov	Jun	Feb
<u>2012</u>		<u>2010</u>	<u>2006</u>	<u>2004</u>	<u>2002</u>	<u>1999</u>	<u>1997</u>	<u>1995</u>	<u>1994</u>
36	Yes	35	38	35	34	35	35	30	31
17	Fiction	16	15	15	13	16	16	14	14
16	Non-fiction	16	20	18	19	16	17	14	17
2	Both	1	1	1	1	2	1	1	*
1	Don't know	1	2	1	1	1	1	1	0
64	No	65	62	65	66	65	65	70	69
*	Don't know/Refused	*	*	*	0	0	*	*	*

ASK IF READ BOOK YESTERDAY (Q.31=1,2,3,5):

Q.32 About how much time did you spend reading books yesterday? **[DO NOT READ]**

May 9-Jun 3		Jun 8-28	Apr	Apr	Late Sep	Nov	Jun	Feb
<u>2012</u>		<u>2010</u>	<u>2004</u>	<u>2002</u>	<u>1999</u>	<u>1997</u>	<u>1995</u>	<u>1994</u>
36	Yes, read a book yesterday	35	35	34	35	35	30	31
2	Less than 15 minutes	1	1	1	3	2	1	2
4	15 to less than 30 minutes	4	4	5	6	5	4	3
9	30 minutes to less than one hour	10	10	10	9	10	8	9
21	One hour or more	20	20	18	17	17	17	17
*	Don't know/Refused (VOL.)	*	0	*	*	1	0	0
64	No	65	65	66	65	65	70	69
*	Don't know/Refused (VOL.)	*	*	0	0	*	*	*

ASK IF READ BOOK YESTERDAY (Q.31=1,2,3,5):

Q.33 There are different ways people read books. Yesterday, did you read a printed book, an electronic or digital book, or listen to an audio book? **[ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE]**

BASED ON THOSE WHO READ A BOOK YESTERDAY [N=1167]:

May 9-Jun 3		Jun 8-28
<u>2012</u>		<u>2010</u>
82	Printed book	95
17	Electronic or digital book	4
3	Audio book	4
1	Don't know/Refused (VOL.)	*

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

ASK ALL:

Q.34 How much do you enjoy reading... A lot, some, not much, or not at all?

May 9-Jun 3		Apr	Apr	Jun	Feb
<u>2012</u>		<u>2006</u>	<u>2004</u>	<u>1995</u>	<u>1994</u>
51	A lot	53	53	53	53
29	Some	31	31	32	32
12	Not much	11	10	10	10
8	Not at all	5	5	4	4
1	Don't know/Refused (VOL.)	0	1	1	1

⁹

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

ASK IF INTERVIEW IS CONDUCTED IN SPANISH (LANG=2):

Q.35 Thinking about what you watch on TV, listen to on the radio and read in newspapers... Overall, how much, if any, is in Spanish? **[READ IN ORDER:]**

BASED ON RESPONDENTS INTERVIEWED IN SPANISH [N=122]:

May 9-Jun 3

2012

17	A lot
50	A little
32	None at all
0	Don't know/Refused (VOL.)

ASK IF INTERVIEW IS CONDUCTED IN ENGLISH (LANG=1):

Q.36 Thinking about what you watch on TV, listen to on the radio and read in newspapers... Overall, how much, if any, is in a language other than English? A lot, a little or none at all?

BASED ON RESPONDENTS INTERVIEWED IN ENGLISH [N=2881]:

May 9-Jun 3

2012

6	A lot
15	A little
78	None at all
1	Don't know/Refused (VOL.)

ASK IF INTERVIEW IS CONDUCTED IN ENGLISH (LANG=1):

Q.36 Thinking about what you watch on TV, listen to on the radio and read in newspapers... Overall, how much, if any, is in a language other than English? A lot, a little or none at all?

ASK IF GET A LOT OR A LITTLE MEDIA IN A LANGUAGE OTHER THAN ENGLISH (Q.36=1,2):

Q.36a Is any of that in Spanish, or not?

BASED ON RESPONDENTS INTERVIEWED IN ENGLISH [N=2881]:

May 9-Jun 3

2012

22	Get a lot/a little media in language other than English
12	Yes, any in Spanish
10	No, none in Spanish
*	Don't know/Refused (VOL.)
78	None at all in language other than English
1	Don't know/Refused (VOL.)

ASK FORM 2 ONLY [N=1507]:

Q.37 As I read from a list tell me if you did this yesterday or not. Yesterday did you... **[INSERT ITEM, RANDOMIZE]?** (Yesterday, did you... **[NEXT ITEM]?**)

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> Does not apply	<u>(VOL.)</u> DK/Ref
a.F2 Get some kind of vigorous exercise such as running, playing a sport or working out at a gym				
May 9-June 3, 2012	43	57	*	1
April, 2006 ¹⁰	44	55	1	*
April, 2004	38	61	1	*
April, 2002	39	60	--	1
April, 1998	36	64	--	0
June, 1997 ¹¹	37	63	--	*
February, 1994	26	74	--	*

¹⁰ In April 2006 and earlier, the question referred to "exercise such as jogging, working out at a gym, or playing a racquet sport."

¹¹ In June 1997 and earlier, the "Does not apply" and "Don't know/Refused" categories were combined. That category's responses are displayed under "DK/Ref" here. This applies to all Q.37 items with June 1997 data.

Q.37F2 CONTINUED...

		<u>Yes</u>	<u>No</u>	Does not <u>apply</u>	(VOL.) DK/ <u>Ref</u>
b.F2	Play a game on a computer, mobile device or video game console				
	May 9-June 3, 2012	33	66	*	*
	April, 2006 ¹²	17	81	2	*
	April, 2004	17	81	2	0
c.F2	Call a friend or relative just to talk				
	May 9-June 3, 2012	63	36	0	*
	April, 2004	66	34	0	*
	April, 2002	63	37	--	*
	November, 1998	52	48	--	*
	April, 1998	67	33	--	*
	June, 1997	65	35	--	*
	June, 1995	56	44	--	*
	February, 1994	63	37	--	*
d.F2	Send an email or text message to a friend or relative				
	May 9-June 3, 2012	61	38	*	*
	April 2004 ¹³	28	70	2	*
	April, 2002	27	72	--	1
e.F2	Visit with family or friends				
	May 9-June 3, 2012	68	32	*	*
	June, 1997	74	26	--	*
	June, 1995	69	31	--	*
	February 1994	57	43	--	*
f.F2	Write or receive a personal letter				
	May 9-June 3, 2012	12	88	0	*
	October, 2006 ¹⁴	20	80	--	*
g.F2	Use Facebook or another social networking site				
	May 9-June 3, 2012	41	58	1	*

NO QUESTIONS 38-39**THOUGHT, REG, REGIST, REGICERT AND QUESTIONS 40, 40a-c PREVIOUSLY RELEASED**

¹² In April 2004 and earlier, the question referred to "a game on your computer or a video game console."

¹³ In April 2004 and earlier, the question referred only to email.

¹⁴ In October, 2006, the question asked about "the past 24 hours." There was no "does not apply" category.

ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):

Q.41 Now I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever, or never. First, how often do you ... [INSERT FIRST ITEM; RANDOMIZE. OBSERVE FORM SPLITS], regularly, sometimes, hardly ever or never? How about [INSERT NEXT ITEM; RANDOMIZE]. [READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]

BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN ENGLISH [N=2962]:

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>	
ASK FORM 1 ONLY [N=1471]:						
a.F1	Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live					
	May 9-Jun 3, 2012	27	26	16	30	1
	Jun 8-28, 2010	28	27	16	29	1
	May, 2008 ¹⁵	29	25	14	31	1
	April, 2006	28	26	14	31	1
	April, 2004	34	28	16	22	*
	April, 2002	32	29	15	24	*
	April, 2000	30	28	16	25	1
	August, 1999	40	33	16	11	*
	April, 1998	38	29	15	18	*
	February, 1997	41	31	14	14	*
	April, 1996	42	29	15	14	*
	March, 1995	48	28	14	10	*
	May, 1993	60	28	5	6	1
	February, 1993	58	23	10	9	*
b.F1	Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel					
	May 9-Jun 3, 2012	34	30	14	21	1
	Jun 8-28, 2010	39	31	12	18	*
	May, 2008	39	28	12	20	1
	April, 2006	34	31	13	22	*
	April, 2004	38	33	10	19	*
	April, 2002	33	35	11	21	*

NO ITEM c.

ASK FORM 2 ONLY [N=1491]:

d.F2	Watch the CBS Evening News with Scott Pelley ¹⁶					
	May 9-Jun 3, 2012	7	22	14	56	1
	Jun 8-28, 2010	8	21	16	54	*
	May, 2008	8	20	14	58	*
	April, 2006	13	23	18	45	1
	April, 2004	16	30	16	38	*
	April, 2002	18	29	18	35	*

¹⁵ Results for Q.41 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that explicitly included visiting a news organization or program's website. Answers to these questions were similar and have been combined.

¹⁶ For Jun 8-28, 2010, the item asked about Katie Couric. In April 2006 the item asked about Bob Schieffer. In April 2004 and April 2002 the item asked about Dan Rather.

Q.41 CONTINUED...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
e.F2	Watch the ABC World News with Diane Sawyer ¹⁷					
	May 9-Jun 3, 2012	12	29	15	44	*
	Jun 8-28, 2010	14	25	15	46	*
	May, 2008	14	24	16	46	*
	April, 2006	14	22	18	45	1
	April, 2004	16	31	16	36	1
	April, 2002	18	30	19	33	*
f.F2	Watch the NBC Nightly News with Brian Williams ¹⁸					
	May 9-Jun 3, 2012	13	26	13	48	1
	Jun 8-28, 2010	12	21	17	49	*
	May, 2008	13	24	14	48	1
	April, 2006	15	26	16	42	1
	April, 2004	17	31	17	35	*
	April, 2002	20	29	18	33	*
g.F2	Watch CNN ¹⁹					
	May9-Jun 3, 2012	16	34	17	32	1
	Jun 8-28, 2010	18	32	17	32	*
	May, 2008	24	33	14	28	1
	April, 2006	22	32	12	33	1
	April, 2004	22	33	12	32	1
	April, 2002	25	31	12	32	*
	April, 2000	21	34	16	29	*
	April, 1998	23	34	13	30	*
	February, 1997	28	30	14	28	0
	April, 1996	26	33	14	27	*
	March, 1995	30	28	13	28	1
	July, 1994	33	36	7	24	*
	February, 1994	31	32	8	29	*
	May, 1993	35	34	7	24	*
	June, 1992	30	32	10	27	1
	July, 1990	27	28	8	36	1
	June, 1990	30	27	6	37	*
	May, 1990	27	25	7	40	1
	April, 1990	26	29	7	37	1
	March, 1990	22	28	8	41	1
	February, 1990	23	29	8	40	0
	January, 1990	26	25	7	41	1
h.F2	Watch the Fox News CABLE Channel					
	May 9-Jun 3, 2012	21	27	13	39	*
	Jun 8-28, 2010	23	26	14	37	*
	May, 2008	23	27	14	35	1
	April, 2006	23	28	14	35	*
	April, 2004	25	29	11	34	1
	April, 2002	22	26	15	37	*
	April, 2000	17	28	17	37	1
	April, 1998	17	30	14	38	1
i.F2	Watch MSNBC					
	May 9-Jun 3, 2012	11	28	19	41	2
	Jun 8-28, 2010	11	28	19	41	1
	May, 2008	15	31	14	39	1
	April, 2006	11	29	20	39	1
	April, 2004	11	31	16	39	3
	April, 2002	15	30	16	37	2

¹⁷ In May 2008 the item asked about Charles Gibson. In April 2006 the item asked about Elizabeth Vargas and Bob Woodruff. In April 2004 and April 2002 the item asked about Peter Jennings.

¹⁸ In April 2004 and April 2002 the item asked about Tom Brokaw.

¹⁹ In April 2006 and earlier, the item asked about Cable News Network (CNN).

Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
April, 2000	11	27	17	42	3
April, 1998	8	23	15	51	3

NO ITEM j.

ASK ALL:

k.	Watch the local news about your viewing area which usually comes on before or after the national news in the evening and again later at night					
	May 9-Jun 3, 2012	48	25	11	15	1
	Jun 8-28, 2010	50	26	11	12	*
	May, 2008	52	25	9	14	*
	April, 2006	54	23	10	13	*
	April, 2004	59	23	8	10	*
	April, 2002	57	24	8	11	*
	April, 2000 ²⁰	56	24	9	11	*
	April, 1998	64	22	6	8	*
	February, 1997	72	16	7	5	0
	April, 1996	65	23	7	5	*
	March, 1995	72	18	6	4	*
	May, 1993	77	16	5	4	*
	February, 1993	76	16	5	3	*
l.	Watch C-SPAN					
	May 9-Jun 3, 2012	3	16	19	62	1
	Jun 8-28, 2010	4	17	19	60	1
	May, 2008	5	16	17	61	1
	April, 2006	4	16	17	61	2
	April, 2004	5	18	17	59	1
	April, 2002	5	18	18	57	2
	April, 2000	4	17	22	56	1
	April, 1998	4	19	18	58	1
	April, 1996	6	21	18	53	2
	March, 1995	8	17	20	53	2
	July, 1994	9	26	12	52	1
	February, 1994	7	20	15	56	2
	May, 1993	11	25	13	48	3
	February, 1993	7	18	14	45	16
	June, 1992	6	19	18	54	3
m.	Listen to NPR, National Public Radio ²¹					
	May 9-Jun 3, 2012	12	17	13	57	1
	Jun 8-28, 2010	11	13	14	61	1
	May, 2008	10	14	13	62	1
	April, 2006	17	19	13	50	1
	April, 2004	16	19	15	49	1
	April, 2002	16	16	15	52	1
	April, 2000	15	17	16	51	1
	April, 1998	15	17	18	49	1
	April, 1996	13	18	16	52	1
	March, 1995	15	17	21	46	1
	July, 1994	9	18	11	62	*
	February, 1994	9	13	12	65	1
	May, 1993	15	20	15	49	1
	June, 1992	7	16	17	59	1

²⁰ In April 2000 and earlier, the item was worded "Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11."

²¹ From February 1994 through April 2006, the item was worded "National Public Radio (NPR)." In May 1993 and earlier, the item was worded "Programs on National Public Radio, such as Morning Edition or All Things Considered." Current wording, "NPR, National Public Radio" has been used since May 2008, and results from these recent surveys are not strictly comparable with earlier results, which are shown for reference only.

Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
July, 1990	9	13	8	70	*
June, 1990	9	10	11	69	1
May, 1990	7	11	10	72	*
April, 1990	7	12	9	71	1
March, 1990	7	9	10	74	*
February, 1990	8	10	8	74	*
January, 1990	5	10	7	78	*
n. Watch the PBS NewsHour ²²					
May 9-Jun 3, 2012	7	20	15	57	1
Jun 8-28, 2010	7	18	16	59	1
May, 2008	5	14	12	68	1
April, 2006	5	16	14	63	2
April, 2004	5	15	14	65	1
April, 2002	5	13	15	66	1
April, 2000	5	12	15	66	2
April, 1998	4	14	14	67	1
April, 1996	4	10	11	73	2
July, 1994	7	23	11	58	1
February, 1994	6	16	11	66	1
May, 1993	10	24	14	51	1
June, 1992	6	19	17	56	2
July, 1990	7	16	11	66	*
June, 1990	7	16	12	64	1
May, 1990	8	15	11	65	1
April, 1990	6	16	11	66	1
March, 1990	5	19	12	63	1
February, 1990	5	15	11	69	0
January, 1990	6	15	12	67	*
o. Watch the Today Show, Good Morning America or CBS This Morning ²³					
May 9-Jun 3, 2012	19	25	15	40	1
Jun 8-28, 2010	20	22	16	42	*
May, 2008	22	22	14	42	*
April, 2006	23	20	15	42	*
April, 2004	22	21	14	43	*
April, 2002	22	19	14	45	*
April, 2000	20	18	15	47	*
April, 1998	23	19	17	41	*
p. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation ²⁴					
May 9-Jun 3, 2012	12	19	15	53	1
Jun 8-28, 2010	11	20	16	52	*
May, 2008	13	19	15	53	*
April, 2006	12	19	14	55	*
April, 2004	12	20	15	53	*
May, 1993	18	32	15	35	*
June, 1992	15	25	21	39	*
July, 1990	13	24	14	49	*

²² The current wording for this item has been used since June 8-28, 2010. It is not compatible with earlier wording. (From April 1998 through May 2008, the item was worded "The NewsHour with Jim Lehrer." In April 1996 the item was worded "Jim Lehrer NewsHour." In July 1994 and earlier, the item was worded "MacNeil-Lehrer NewsHour.") Older figures are included in the topline for reference only.

²³ From April 2000 through Jun 8-28, 2010, this item referred to "the Today Show, Good Morning America or The Early Show." In April 1998, the item referred to "the Today Show, Good Morning America or CBS This Morning."

²⁴ In May 1993 and earlier, the question asked "...such as Meet the Press, Face the Nation or This Week with David Brinkley."

Q.41 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
q. Watch daytime talk shows, such as The View or The Ellen DeGeneres Show					
May 9-Jun 3, 2012	7	17	15	61	1
TRENDS FOR COMPARISON					
April, 2002: Watch daytime talk shows such as Rosie O'Donnell or Oprah Winfrey	7	17	17	59	*
April, 2000	10	21	18	51	*
May, 1993: Watch television talk shows such as Oprah, Donohue or Geraldo ²⁵	24	30	19	27	*
February, 1993	22	27	23	28	*

ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):

Q.42 Now I'd like to ask you about some other television and radio programs. (First) how often do you... [INSERT FIRST ITEM; RANDOMIZE], regularly, sometimes, hardly ever or never? How about [INSERT NEXT ITEM; RANDOMIZE]. [READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]

BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN ENGLISH [N=2962]:

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
a. Watch the Sean Hannity show ²⁶					
May 9-Jun 3, 2012	5	10	8	76	1
Jun 8-28, 2010	6	11	9	73	1
May, 2008	7	11	7	74	1
b. Watch the Daily Show with Jon Stewart					
May 9-Jun 3, 2012	6	20	14	59	1
Jun 8-28, 2010	7	20	12	60	1
May, 2008	5	18	14	62	1
April, 2006	6	15	11	68	*
April, 2004	3	12	10	75	*
April, 2002	2	10	8	79	1
c. Listen to Rush Limbaugh's radio show					
May 9-Jun 3, 2012	5	11	9	74	1
Jun 8-28, 2010	5	13	10	72	*
May, 2008	5	9	9	76	1
April, 2006	5	10	9	76	*
April, 2004	6	10	10	74	*
April, 2002	4	10	9	77	*
April, 1998	5	11	11	73	*
June, 1997	5	11	12	71	1
April, 1996	7	11	11	70	1
July, 1994	6	20	13	61	*
d. Watch Hardball with Chris Matthews					
May 9-Jun 3, 2012	4	14	11	70	1
Jun 8-28, 2010	4	15	14	67	*
May, 2008	4	15	12	68	1
e. Watch the O'Reilly Factor with Bill O'Reilly					
May 9-Jun 3, 2012	8	19	12	60	1
Jun 8-28, 2010	10	20	13	57	*
May, 2008	10	19	12	59	*

²⁵ In 1993, this item offered a "have not heard of" option that has been collapsed here with "DK/Ref."

²⁶ In May 2008, the item asked about "Hannity and Colmes."

Q.42 CONTINUED...

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
April, 2006	9	18	11	61	1
April, 2004	8	18	11	63	*
April, 2002	6	14	10	70	*
f. Watch the Colbert Report with Stephen Colbert					
May 9-Jun 3, 2012	5	17	13	63	1
Jun 8-28, 2010	6	18	14	62	*
May, 2008	5	14	10	70	1
g. Watch the Rachel Maddow show					
May 9-Jun 3, 2012	4	7	8	80	1
Jun 8-28, 2010	3	7	8	81	1

ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):

Q.43 Now I'd like to know how often you read certain types of print or online publications. (First,) How often do you read... **[INSERT FIRST ITEM; RANDOMIZE ITEMS a-c FOLLOWED BY ITEMS d-e IN ORDER]**, regularly, sometimes, hardly ever, or never? How about... **[INSERT NEXT ITEM; RANDOMIZE]**. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN ENGLISH [N=2962]:

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
a. News magazines such as Time or Newsweek					
May 9-Jun 3, 2012	7	30	22	41	*
Jun 8-28, 2010 ²⁷	8	27	24	40	*
May, 2008 ²⁸	12	32	17	39	*
April, 2006	14	33	17	36	*
April, 2004	13	34	18	35	*
April, 2002	13	35	18	34	*
April, 2000	12	34	19	35	*
April, 1998	15	36	17	32	*
April, 1996	15	35	20	30	*
July, 1994	18	41	18	23	*
February, 1994	16	31	23	30	*
May, 1993	24	39	14	23	*
June, 1992	20	39	18	23	*
July, 1990	18	34	18	30	*
June, 1990	21	39	16	24	*
May, 1990	17	34	19	30	*
April, 1990	20	35	16	29	*
March, 1990	16	35	19	30	*
February, 1990	17	36	18	29	0
January, 1990	18	34	17	31	0
b. Magazines such as The Atlantic, Harper's or The New Yorker					
May 9-Jun 3, 2012	3	9	12	75	*
Jun 8-28, 2010	3	8	15	74	*
May, 2008	2	9	11	78	*
April, 2006	2	9	10	79	*
April, 2004	2	8	11	79	*
April, 2002	2	7	11	80	*

²⁷ For June 8-28, 2010, and earlier, the item asked about "news magazines such as Time, U.S. News or Newsweek."

²⁸ Results for Q.30 from May 2008 combine two versions of the questions. Half of respondents received the wording seen here, while the other half received wording that did not explicitly mention "in print or online. Answers to these questions were similar and have been combined.

Q.43 CONTINUED...

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
April, 2000	2	7	11	80	*
April, 1998	2	8	11	79	0
February, 1994	2	6	14	78	*
June, 1992	2	9	16	73	*
July, 1990	2	8	11	79	*
June, 1990	2	8	13	77	*
May, 1990	2	7	12	79	*
April, 1990	2	6	12	80	*
March, 1990	2	7	13	78	0
February, 1990	2	7	10	81	*
January, 1990	2	7	11	80	0
c. Magazines such as The Economist or Bloomberg Businessweek May 9-Jun 3, 2012	3	12	12	72	*
d. A daily newspaper May 9-Jun 3, 2012	38	27	11	23	*
Jun 8-28, 2010	40	27	11	21	*
May, 2008	46	26	9	19	*
April, 2006	52	25	8	15	*
April, 2004	54	25	8	13	*
August, 1999	52	28	13	7	*
February, 1997	56	24	9	11	*
May, 1993	66	19	7	8	*
February, 1992	71	19	5	4	1
e. Local weekly community newspapers May 9-Jun 3, 2012	30	28	12	29	1
Jun 8-28, 2010	30	28	14	27	1
May, 2008	33	27	11	28	1
April, 2006	35	27	10	28	*
April, 2004	36	26	11	26	1

ASK IF ENGLISH INTERVIEW (LANG=1) OR (SPANISH-LANGUAGE INTERVIEW (LANG=2) AND RESPONDENT GETS A LOT OR A LITTLE ENGLISH-LANGUAGE MEDIA (Q.35=1,2)):

Q.44 And thinking about some specific newspapers, how often do you read... [INSERT FIRST ITEM; RANDOMIZE]? How about... [INSERT NEXT ITEM; RANDOMIZE] [READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]?

BASED ON INTERVIEWS CONDUCTED IN ENGLISH AND SPANISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET ANY MEDIA IN ENGLISH [N=2962]:

	Regularly	Sometimes	Hardly ever	Never	(VOL.) DK/Ref
a. The New York Times May 9-Jun 3, 2012	6	15	14	65	1
Jun 8-28, 2010	5	13	14	68	*
b. The Wall Street Journal May 9-Jun 3, 2012	4	15	15	65	*
Jun 8-28, 2010	4	13	16	67	*
c. USA Today May 9-Jun 3, 2012	4	23	19	54	1
Jun 8-28, 2010	4	24	19	53	*

NO QUESTIONS 45-50

ASK (IF ENGLISH-LANGUAGE INTERVIEW (LANG=1) AND GETS A LOT OR A LITTLE SPANISH-LANGUAGE MEDIA (Q.36a =1)) OR IF SPANISH INTERVIEW (LANG=2):

Q.51 I'd like to know how often you watch, listen or read news in Spanish. First, how often do you ...
[INSERT FIRST ITEM; RANDOMIZE], regularly, sometimes, hardly ever or never? How about
[INSERT NEXT ITEM; RANDOMIZE]. **[READ ALL ANSWER CHOICES AS NECESSARY; DO NOT OFFER LESS THAN THE FULL LIST OF CHOICES]**

BASED ON INTERVIEWS CONDUCTED IN SPANISH AND ON ENGLISH-LANGUAGE INTERVIEWS AMONG THOSE WHO GET A LOT OR A LITTLE MEDIA IN SPANISH [N=403]:

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	(VOL.) <u>DK/Ref</u>
a.	Watch news programs on Univision May 9-Jun 3, 2012	30	24	10	35	1
b.	Watch news programs on Telemundo May 9-Jun 3, 2012	27	28	9	35	1
c.	Read Spanish-language newspapers May 9-Jun 3, 2012	13	25	17	45	*
d.	Watch Spanish-language cable news networks such as CNN en Español May 9-Jun 3, 2012	16	21	17	44	1
e.	Listen to radio news in Spanish May 9-Jun 3, 2012	15	22	16	47	1

ASK FORM 1 ONLY [N=1496]:

Just in general...

Q.52F1 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

	<u>A lot</u>	<u>Some</u>	<u>Not much</u>	<u>Not at all</u>	(VOL.) <u>DK/Ref</u>
May 9-Jun 3, 2012	43	37	14	6	*
Jun 8-28, 2010	45	36	12	6	1
May, 2008	52	32	10	5	1
April, 2006	52	34	9	4	1
April, 2004	52	37	7	3	1
May, 2002	52	37	7	3	1
April, 2002	48	36	11	4	1
April, 2000	45	40	12	3	*
April, 1998	50	37	11	2	*
June, 1995	54	34	8	3	1
February, 1994	53	35	9	2	1

NO QUESTION 53

ASK ALL:

Q.54 Which comes closer to describing your view of the news media **[READ AND RANDOMIZE]**?

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Apr <u>2006</u>	Apr <u>2004</u>
42	All the news media are pretty much the same to me [OR]	39	43	45	45
55	There are a few news sources I trust more than others	57	53	52	54
3	Don't know/Refused (VOL.)	5	4	3	1

ASK ALL:

Q.55 Thinking about the different kinds of political news available to you, what do you prefer ... **[READ AND RANDOMIZE]**

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Dec <u>2007</u>	Early Apr <u>2006</u>	Jan <u>2004</u>
26	Getting news from sources that share YOUR political point of view [OR]	25	23	23	23	25
64	Getting news from sources that DON'T have a particular political point of view	62	66	67	68	67
10	Don't know/Refused (VOL.)	13	11	10	9	8

NO QUESTIONS 56-59**ASK ALL:**

On another subject...

Q.60 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have **[INSERT ITEM; READ IN ORDER]**, or not? **[INTERVIEWER NOTE: PLEASE BE SURE TO DISTINGUISH BETWEEN IPAD AND IPOD IN RESPONDENTS' ANSWERS.]**

		<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
a.	A desktop or laptop computer May 9-Jun 3, 2012	79	20	*
b.	A cell phone that is a smartphone, such as an iPhone, Android, Blackberry or Windows phone May 9-Jun 3, 2012	48	51	1
c.	A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader May 9-Jun 3, 2012	19	81	*
d.	A tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire May 9-Jun 3, 2012	21	79	*
e.	An iPod or MP3 player May 9-Jun 3, 2012	45	54	*

ASK ALL:

INT1 Do you use the internet, at least occasionally?

ASK IF DOES NOT USE THE INTERNET (INT1=2,9):

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

May 9-June 3

2012

85 Yes

15 No/Don't know/Refused

ASK ALL:

INT3 Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

May 9-June 3

2012

55 Yes

45 No

* Don't know/Refused **(VOL.)**

ASK ALL:

INT1 Do you use the internet, at least occasionally?

ASK IF DOES NOT USE THE INTERNET (INT1=2,9):

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

ASK ALL:

INT3 Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

May 9-June 3

2012

86 NET: Internet user (Yes to INT1, INT2 or INT3)
14 No/Don't know/Refused to all

ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):

Q.61 How frequently do you get NEWS online or on a mobile device... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

May 9-Jun 3, 2012

Based on		-----RESULTS BASED ON INTERNET USERS-----								
Based on	internet		Jun 8-28	May	Apr	Apr	Apr	Apr	Apr	Jun
<u>total</u>	<u>users</u>		<u>2010²⁹</u>	<u>2008</u>	<u>2006</u>	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1995</u>
32	37	Every day	39	37	27	27	25	27	18	6
14	16	3-5 days per week	17	18	20	18	16	15	17	9
11	13	1-2 days per week	13	16	17	15	16	19	20	15
6	7	Once every few weeks	8	8	12	12	13	12	15	13
16	19	Less often	15	13	16	17	21	18	21	28
6	7	No/Never (VOL.)	7	8	8	11	9	9	9	29
*	*	Don't know/Refused (VOL.)	*	*	*	*	*	*	*	*
14	--	Not an internet user								
[3003]	[2565]									

²⁹ For June 8-28, 2010 and earlier, the question did not include the phrase "or on a mobile device." In May 2008 and earlier, the question wording was "How frequently do you go online go get NEWS..."

ASK IF EVER GETS NEWS ONLINE (Q.61=1-5) [N=2348]:

Q.62 What are some of the online sources you use for news and information? Just name a few of the sources that you go to the MOST often. [OPEN END; CODE UP TO THREE RESPONSES; PROBE FOR ADDITIONAL: "Anything else?"]

May 9-Jun 3 2012		Jun 8-28 2010 ³⁰	
26	Yahoo/Yahoo News	28	Yahoo
17	Google/Google news	16	CNN
14	CNN	15	Google
13	Local sources	14	MSN
11	MSN	11	Local
9	Fox	8	Fox
6	MSNBC	7	AOL
5	New York Times	7	MSNBC
5	AOL	6	New York Times
4	Huffington Post	4	All ISP
3	Facebook	2	BBC
3	ABC/ABC News	2	Drudge Report
3	Wall Street Journal	2	ABC
2	BBC	2	USA Today
2	USA Today	2	Wall Street Journal
2	Internet service providers (ISPs)	2	NBC
2	ESPN	1	Washington Post
2	Washington Post	1	Huffington Post
2	The Drudge Report	1	Facebook
1	Univision	1	NPR
1	Weather-related sources	1	Bing
1	NPR	1	ESPN
1	CBS/CBS News	1	CBS
1	AP/Reuters		
1	YouTube		
1	NBC/NBC News		
1	Los Angeles Times		
1	Bing		
1	Bloomberg		
14	Other	18	Other
15	Don't know/Refused	12	Don't know/Refused

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

³⁰

For June 8-28, 2010 and earlier, the question asked about "websites," not "online sources."

Q.62 TRENDS FOR COMPARISON...

ASK IF EVER GET NEWS ONLINE:

What websites do you use to get news and information? Just name a few of the websites that you go to the MOST often. [OPEN END; CODE UP TO THREE RESPONSES; DO NOT NEED TO TYPE ".com" EXTENSION]

May 2008 ³¹		April 2006	
28	Yahoo	31	MSN/NBC
19	MSN/Microsoft	23	Yahoo
17	CNN	23	CNN
11	Google	9	Google
10	MSNBC/NBC	8	AOL
8	AOL	8	Fox
7	Fox	5	New York Times
4	New York Times	5	USA Today
4	Local news website	4	ESPN/Sports-related
2	BBC	4	ABC
2	ESPN/sports-related	3	Drudge Report
2	ABC	3	Cable homepage
2	Drudge Report	2	BBC
2	CNBC	2	Washington Post
2	Wall Street Journal	1	CBS
2	USA Today	1	Los Angeles Times
2	Washington Post	1	Wall Street Journal
2	ISP		
1	CBS		
		1	Don't like/Misunderstood
25	Other website	39	Other websites
10	Misunderstood/DK/Refused	7	Don't know/Refused

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

ASK IF EVER GETS NEWS ONLINE (Q.61=1-5):

Q.63 Have you ever used search engines such as Google, Yahoo or Bing to search for news on a particular subject you are interested in? [IF YES] How often do you do this, every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

May 9-Jun 3, 2012

Based on:

Total	Based on:			BASED ON ONLINE NEWS USERS			
	Internet users	Online news users		Jun 8-28 2010	May 2008	Apr 2006	Apr 2004
17	19	21	Yes, Every day	23	13	10	7
16	19	21	Yes, 3-5 days per week	21	18	14	12
15	18	19	Yes, 1-2 days per week	19	22	20	15
11	13	14	Yes, Once every few weeks	14	18	21	18
9	11	11	Yes, Less often	10	12	15	18
11	12	13	No, Never done this	12	17	20	30
*	*	*	Don't know/Refused (VOL.)	*	*	*	*
6	8	--	Not an online news user				
14	--	--	Not an internet user				
[3003]	[2565]	[2348]					

³¹

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

ASK IF FORM 2 AND INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):

Q.63F2 When you are online, do you ever come across news even when you are online for purposes other than getting news?

May 9-Jun 3, 2012

Based on:

Internet		-----BASED ON INTERNET USERS-----						
<u>Total</u>	<u>users</u>	Jun 8-28 <u>2010</u>	May <u>2008</u> ³²	Apr <u>2006</u>	Apr <u>2004</u>	Apr <u>2002</u>	Apr <u>1998</u>	Oct <u>1996</u>
64	74	76	73	76	73	65	54	53
21	24	23	26	24	27	35	45	45
1	1	1	1	*	*	*	1	2
14	--	<i>Not an internet user</i>						
[1507]	[1295]							

ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):

Q.64 How often, if ever, do you read blogs about politics or current events? **[READ]**

May 9-Jun 3, 2012

Based on:

Internet			Jun 8-28, 2010		May 2008 ³³	
<u>Total</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>Total</u>	<u>users</u>
12	13	Regularly	9	11	10	14
21	24	Sometimes	19	24	13	20
22	26	Hardly ever	22	27	19	28
31	36	Never	31	38	25	37
*	*	Don't know/Refused (VOL.)	*	*	*	*
14	--	<i>Not an internet user</i>	18	--	33	--
[3003]	[2565]					

NO QUESTIONS 65-66**ASK IF MOBILE INTERNET USER (INT3=1):**

Q.67 How often, if ever, do you get news or news headlines on a cell phone, tablet or other mobile handheld device? **[READ]**

May 9-Jun 3, 2012

Based on:

<u>Total</u>	<u>Internet users</u>	<u>Mobile internet users</u>	
15	18	28	Regularly
13	15	23	Sometimes
11	13	20	Hardly ever [OR]
16	18	29	Never
*	*	*	Don't know/Refused (VOL.)
45	36	--	<i>Not mobile internet user</i>
[3003]	[2565]	[1454]	

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

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

Q.67 TRENDS FOR COMPARISON...**ASK IF INTERNET/E-MAIL ON CELL PHONE:**

How often, if ever, do you get news or news headlines on a cell phone [READ]?

Jun 8-28, 2010

Based on:

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

ASK IF HAS TABLET COMPUTER:

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

Jun 8-28, 2010

Based on:

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

ASK IF MOBILE INTERNET USER (INT3=1):

Q.68 Have you ever downloaded an application or "app" that allows you to access news or news headlines on a cell phone, tablet or other mobile handheld device, or not?

May 9-Jun 3, 2012

Based on:

Mobile internet

<u>Total</u>	<u>users</u>	
25	45	Yes
30	55	No
*	*	Don't know/Refused (VOL.)
45	--	Not a mobile internet user
[3003]	[1454]	

TREND FOR COMPARISON:**ASK ALL CELL PHONE OWNERS:**

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

June 8-28, 2010

Based on:

Cell phone

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

ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):Q.69 How often, if ever, do you get news or news headlines by email? **[READ]****May 9-Jun 3, 2012***Based on:*

Internet

Total users

13 15

14 17

18 21

40 46

* 1

14 --

[3003] [2565]

Regularly
Sometimes
Hardly ever
Never
Don't know/Refused **(VOL.)**
*Not an internet user***Jun 8-28, 2010***Based on:*

Internet

Total users

12 14

15 18

20 24

36 43

* *

18 --

ASK IF GETS NEWS BY EMAIL (Q.69=1-3):

Q.70 Did you get any news or news headlines by email YESTERDAY, or not?

May 9-Jun 3, 2012*Based on:*

Internet

Total users

16 18

28 32

2 3

40 47

14 --

[3003] [2565]

Yes, got news yesterday
No, did not get news yesterday
Don't know/Refused **(VOL.)**
Do not get news by email
*Not an internet user***Jun 8-28, 2010***Based on:*

Internet

Total users

14 17

31 37

2 2

36 44

18 --

ASK IF GETS NEWS BY EMAIL (Q.69=1-3):

Q.71 Do you get news or news headlines by email directly from any news organizations or journalists, or not?

May 9-Jun 3, 2012*Based on:*

Internet

Total users

12 14

33 39

* 1

40 47

14 --

[3003] [2565]

Yes, get news directly from news organizations or journalists
No, do not get news directly from news orgs. or journalists
Don't know/Refused **(VOL.)**
Do not get news by email
*Not an internet user***Jun 8-28, 2010***Based on:*

Internet

Total users

10 12

36 43

1 1

36 44

18 --

ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):Q.72 How often, if ever, do you send news or news headlines by email? **[READ]****May 9-Jun 3, 2012***Based on:*

Internet

Total users

4 4

11 12

20 23

52 60

* *

14 --

[3003] [2565]

Regularly
Sometimes
Hardly ever
Never
Don't know/Refused **(VOL.)**
*Not an internet user***Jun 8-28, 2010***Based on:*

Internet

Total users

3 4

11 13

19 23

49 60

* *

18 --

ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):

Q.73 Do you ever use Twitter or read Twitter messages, or not?

May 9-Jun 3, 2012

Based on:

Internet		
Total	users	
13	15	Yes
73	85	No
*	*	Don't know/Refused (VOL.)
14	--	Not an internet user
[3003]	[2565]	

ASK IF USES TWITTER (Q.73=1):

Q.74 How often, if ever, do you see news or news headlines on Twitter? [READ]

May 9-Jun 3, 2012

Based on:

Internet		Twitter	
Total	users	users	
3	4	27	Regularly
4	4	28	Sometimes
4	4	27	Hardly ever
2	3	17	Never
*	*	*	Don't know/Refused (VOL.)
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

Jun 8-28, 2010³⁴

Based on:

Internet		Twitter
Total	users	users
2	2	17
1	2	15
3	5	27
4	5	42
0	0	0
73	89	--
18	--	--

ASK IF GETS NEWS FROM TWITTER (Q.74=1-3):

Q.75 Did you see any news or news headlines on Twitter YESTERDAY, or not?

May 9-Jun 3, 2012

Based on:

Internet		Twitter	
Total	users	users	
3	4	26	Yes, saw news yesterday on Twitter
7	8	56	No, did not see news yesterday on Twitter
*	*	1	Don't know/Refused (VOL.)
2	3	18	Never see news on Twitter
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

Jun 8-28, 2010³⁵

Based on:

Internet		Twitter
Total	users	users
2	2	18
4	5	41
*	*	*
4	5	42
83	89	--
19	--	--

ASK IF USES TWITTER (Q.73=1):

Q.76 How often, if ever, do you tweet or re-tweet news or news headlines through Twitter? [READ]

May 9-Jun 3, 2012

Based on:

Internet		Twitter	
Total	users	users	
1	1	9	Regularly
2	2	16	Sometimes
4	5	34	Hardly ever [OR]
5	6	41	Never
*	*	*	Don't know/Refused (VOL.)
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

Jun 8-28, 2010³⁶

Based on:

Internet		Twitter
Total	users	users
1	1	6
1	1	9
2	2	20
6	7	65
0	0	0
73	89	--
18	--	--

³⁴ For Jun 8-28, 2010, the question asked how often you "get news or news headlines through Twitter."³⁵ For Jun 8-28, 2010, the question asked whether you got news or news headlines yesterday.³⁶ For Jun 8-28, 2010, the question asked how often you "send news or news headlines through Twitter."

ASK IF GETS NEWS FROM TWITTER (Q.74=1-3):

Q.77 Do you follow any news organizations or journalists on Twitter, or not?

May 9-Jun 3, 2012				Jun 8-28, 2010³⁷			
<i>Based on:</i>				<i>Based on:</i>			
	Internet	Twitter			Internet	Twitter	
<u>Total</u>	<u>users</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>users</u>	
5	5	36	Yes	2	3	24	
6	7	47	No	3	4	34	
*	*	*	Don't know/Refused (VOL.)	*	*	*	
2	3	18	Never see news on Twitter	4	5	42	
73	85	--	Do not use Twitter	73	89	--	
14	--	--	Not an internet user	18	--	--	
[3003]	[2565]	[324]					

ASK IF GETS NEWS FROM TWITTER (Q.74=1-3):

Q.78 Thinking about the political news you see on Twitter, do you prefer ... [READ AND RANDOMIZE]

May 9-Jun 3, 2012			
<i>Based on:</i>			
	Internet	Twitter	
<u>Total</u>	<u>users</u>	<u>users</u>	
3	4	26	Sources that share YOUR political point of view
7	8	52	Sources that DON'T have a particular point of view
1	1	4	Don't know/Refused (VOL.)
2	3	18	Never see news on Twitter
73	85	--	Do not use Twitter
14	--	--	Not an internet user
[3003]	[2565]	[324]	

NO QUESTION 79**ASK IF INTERNET USER (INT1=1 OR INT2=1 or INT3=1):**

Q.80 Do you ever use social networking sites, such as Facebook, Google Plus or LinkedIn, or not?

May 9-Jun 3, 2012		
<i>Based on:</i>		
	Internet	
<u>Total</u>	<u>users</u>	
54	63	Yes
31	37	No
*	*	Don't know/Refused (VOL.)
14	--	Not an internet user
[3003]	[2565]	

³⁷

For Jun 8-28, 2010, the question read: "Do you use Twitter to follow any news organizations or journalists, or not?"

ASK IF USE SOCIAL NETWORKING (Q.80=1):Q.81 How often, if ever, do you see news or news headlines on social networking sites? **[READ]**

May 9-Jun 3, 2012				Jun 8-28, 2010³⁸			TREND FOR COMPARISON:
<i>Based on:</i>				<i>Based on:</i>			May 2008³⁹
	Internet	SNS		Internet	Have SNS		Have SNS
<u>Total</u>	<u>users</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>profile</u>	<u>profile</u>
20	23	36	Regularly	7	9	16	10
15	18	29	Sometimes	12	14	26	20
12	14	22	Hardly ever	10	12	22	27
7	8	13	Never	16	20	36	43
*	*	*	Don't know/Refused (VOL.)	*	*	*	*
31	37	--	<i>Do not use social networking</i>	37	45	--	
14	--	--	<i>Not an internet user</i>	18	--	--	
[3003]	[2565]	[1512]					

ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.81=1-3):

Q.82 Did you see any news or news headlines on social networking sites YESTERDAY, or not?

May 9-Jun 3, 2012				Jun 8-28, 2010⁴⁰		
<i>Based on:</i>				<i>Based on:</i>		
	Internet	SNS		Internet	Have SNS	
<u>Total</u>	<u>users</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>profile</u>
19	23	36	Yes, saw news yesterday on SNS	9	11	19
27	31	49	No, did not see news yesterday on SNS	20	24	43
1	1	2	Don't know/Refused (VOL.)	1	1	1
7	9	14	<i>Never see news on SNS</i>	17	20	37
31	37	--	<i>Do not use SNS</i>	37	45	--
14	--	--	<i>Not an internet user</i>	18	--	--
[3003]	[2565]	[1512]				

ASK IF USE SOCIAL NETWORKING SITES (Q.80=1):Q.83 How often, if ever, do you share news or news headlines on social networking sites? **[READ]**

May 9-Jun 3, 2012				Jun 8-28, 2010⁴¹			TREND FOR COMPARISON:
<i>Based on:</i>				<i>Based on:</i>			May 2008⁴²
	Internet	SNS		Internet	Have SNS		Have SNS
<u>Total</u>	<u>users</u>	<u>users</u>		<u>Total</u>	<u>users</u>	<u>profile</u>	<u>profile</u>
5	6	10	Regularly	2	2	4	6
13	15	24	Sometimes	8	9	17	18
15	17	27	Hardly ever	9	11	20	19
21	25	39	Never	27	33	59	57
*	*	*	Don't know/Refused (VOL.)	*	*	*	*
31	37	--	<i>Do not use social networking</i>	37	45	--	
14	--	--	<i>Not an internet user</i>	18	--	--	
[3003]	[2565]	[1512]					

³⁸ For Jun 8-28, 2010, the question asked how often you "get news or news headlines through social networking sites."³⁹ In May 2008, the question was worded: "How often do you get information about local, national or international news through social networking pages?" Also, the question was asked of those who said yes to this question: "Do you have a profile on MySpace, Facebook or another social networking site, or not?"⁴⁰ For Jun 8-28, 2010, the question asked whether you got news or news headlines yesterday through SNS sites.⁴¹ For Jun 8-28, 2010, the question asked how often you "post news or news headlines on social networking sites."⁴² In May 2008, the question was worded: "How often do you share information about local, national or international news on your social networking page?" Also, the question was asked only of those who said yes to this question: Do you have a profile on MySpace, Facebook or another social networking site, or not?"

ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.81=1-3):

Q.84 Do you get news or news headlines on social networking sites directly from any news organizations or journalists, or not?

May 9-Jun 3, 2012

Based on:

	Internet	SNS	
<u>Total</u>	<u>users</u>	<u>users</u>	
10	12	19	Yes
36	42	66	No
*	1	1	Don't know/Refused (VOL.)
7	9	14	Never see news on SNS
31	37	--	Do not use SNS
14	--	--	Not an internet user
[3003]	[2565]	[1512]	

Jun 8-28, 2010⁴³

Based on:

	Internet	Have SNS
<u>Total</u>	<u>users</u>	<u>profile</u>
7	9	16
21	26	47
*	*	*
17	20	37
37	45	--
18	--	--

ASK IF GETS NEWS FROM SOCIAL NETWORKING SITES (Q.81=1-3):

Q.85 Thinking about the political news you see on social networking sites, do you prefer ... **[READ AND RANDOMIZE]**

May 9-Jun 3, 2012

Based on:

	Internet	SNS	
<u>Total</u>	<u>users</u>	<u>users</u>	
13	16	25	Sources that share YOUR political point of view
30	35	56	Sources that DON'T have a particular point of view
3	4	6	Don't know/Refused (VOL.)
7	9	14	Never see news on SNS
31	37	--	Do not use SNS
14	--	--	Not an internet user
[3003]	[2565]	[1512]	

ASK IF INTERNET USER (INT1=1 OR INT2=1 OR INT3=1):

Q.86 How often, if ever, do you watch or listen to news podcasts on a computer, tablet, cell phone or MP3 player? **[READ]**

May 9-Jun 3, 2012

Based on:

	Internet	Mobile internet	
<u>Total</u>	<u>users</u>	<u>users</u>	
5	6	8	Regularly
13	16	19	Sometimes
18	21	22	Hardly ever [OR]
48	57	51	Never
*	*	*	Don't know/Refused (VOL.)
14	--	--	Not an internet user
[3003]	[2565]	[1454]	

⁴³ For Jun 8-28, 2010, the question read: "Do you use social networking sites to follow any news organizations or journalists as a fan or friend, or not?"

Q.86 TREND FOR COMPARISON...**ASK IF INTERNET USER:**Q.70 How often, if ever, do you watch or listen to news podcasts **[READ]**?**Jun 8-28, 2010**

Based on:

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

ASK IF WATCH/LISTEN TO PODCASTS (Q.86=1-3):

Q.87 Did you watch or listen to a news podcast YESTERDAY, or not?

May 9-Jun 3, 2012

Based on:

	Internet	Mobile	
<u>Total</u>	<u>users</u>	<u>internet</u>	<u>users</u>
8	9	11	Yes
29	34	38	No
*	*	*	Don't know/Refused (VOL.)
49	57	51	<i>Not a podcast watcher/listener</i>
14	--	--	<i>Not an internet user</i>
[3003]	[2565]	[1454]	

TREND FOR COMPARISON:**ASK IF WATCH/LISTEN TO PODCASTS:**

Did you watch or listen to a podcast YESTERDAY, or not?

Jun 8-28, 2010

Based on:

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

NO QUESTIONS 88-89**ASK IF REGULARLY READ NATIONAL NEWSPAPERS OR MAGAZINES (Q.44a-c=1 OR Q.43b-c=1):**

Q.90 Thinking about a few of the sources you read regularly, do you read **[INSERT ITEM; RANDOMIZE]** **[RANDOMIZE: mostly in print OR mostly on a computer or mobile device BUT KEEP IN SAME ORDER FOR ALL ITEMS ASKED]**?

	Mostly in <u>print</u>	Mostly on a computer or <u>mobile device</u>	(VOL.) <u>Both</u> <u>equally</u>	(VOL.) <u>DK/Ref</u>
IF Q.44a=1, ASK [N=174]:				
a. The New York Times May 9-Jun 3, 2012	41	55	3	2
IF Q.44b=1, ASK [N=142]:				
b. The Wall Street Journal May 9-Jun 3, 2012	54	44	1	1

Q.90 CONTINUED...

	Mostly in <u>print</u>	Mostly on a <u>computer or mobile device</u>	(VOL.) <u>Both equally</u>	(VOL.) <u>DK/Ref</u>
IF Q.44c=1, ASK [N=127]:				
c. USA Today May 9-Jun 3, 2012	48	48	2	2
IF Q.43b=1, ASK [N=103]:				
d. Magazines such as the Atlantic, Harpers and the New Yorker May 9-Jun 3, 2012	72	23	2	2
IF Q.43c=1, ASK [N=111]:				
e. Magazines such as the Economist and Bloomberg Businessweek May 9-Jun 3, 2012	55	37	2	6

ASK IF LISTEN TO NPR REGULARLY (Q.41m=1) [N=398]:

Q.91 Do you listen to NPR [RANDOMIZE WITH COMPUTER/MOBILE IN SAME ORDER AS Q.90:
mostly on the radio OR mostly on a computer or mobile device]?

May 9-Jun 3

2012

81	Mostly on the radio
11	Mostly on a computer or mobile device
5	Both radio and computer/mobile equally (VOL.)
2	Don't know/Refused (VOL.)

NO QUESTIONS 92-94**RANDOMIZE Q.95 THROUGH Q.98****ASK ALL:**

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

Q.95 Do you happen to know which political party has a majority in the U.S. House of Representatives?
[READ AND RANDOMIZE]

	<u>Democrats</u>	<u>Republicans</u>	(VOL.) <u>DK/Ref</u>
May 9-Jun 3, 2012	22	54	24
Jun 8-28, 2010	70	12	19
Oct 1-4, 2009	75	13	12
Jun 18-21, 2009	76	12	12
Mar 26-29, 2009	86	12	2
Dec 4-7, 2008	82	11	7
Feb 28-Mar 2, 2008	70	26	4
Aug 16-19, 2007	78	19	3
February, 2007	76	10	14
TREND FOR COMPARISON:⁴⁴			
May, 2008	53	15	32
Late October, 2006	4	58	38
April, 2006	6	64	30
April, 2004	8	56	36
June, 2001	34	31	35
August, 1999	8	55	37
December, 1998	11	56	33
June, 1997	6	50	44
April, 1996	8	70	22
June, 1995	5	73	22
July, 1994	60	18	22

⁴⁴ In May 2008, and from May 1992 through Late October 2006 this was asked as an open-ended question, without offering response options for Democrats and Republicans. In May 1989 the question was worded "As a result of the election last year which party now has the most members in the U.S. House of Representatives in Washington?"

Q95 CONTINUED...

	<u>Democrats</u>	<u>Republicans</u>	<u>(VOL.)</u> <u>DK/Ref</u>
February, 1994	58	42	n/a
September, 1992	46	9	45
June, 1992	44	12	44
May, 1992	49	12	39
May, 1989	68	16	16

Correct answers in bold.

RANDOMIZE Q.95 THROUGH Q.98**ASK ALL:**

Q.96 Do you happen to know if the national unemployment rate as reported by the government is currently closer to **[READ IN ORDER]**?

	<u>5%</u>	<u>8%</u>	<u>15%</u>	<u>21%</u>	<u>(VOL.)</u> <u>DK/Ref</u>
May 9-Jun 3, 2012	5	52	14	8	21
Mar 17-20, 2011	<u>5%</u> 3	<u>9%</u> 57	<u>15%</u> 14	<u>21%</u> 11	<u>(VOL.)</u> <u>DK/Ref</u> 14
Nov 11-14, 2010	<u>5%</u> 3	<u>10%</u> 53	<u>15%</u> 16	<u>20%</u> 11	<u>(VOL.)</u> <u>DK/Ref</u> 17
Jul 1-5, 2010	3	54	16	10	18
Jan 14-17, 2010	2	55	15	15	12
Oct 1-4, 2009	4	53	15	18	10
Mar 26-29, 2009	<u>4%</u> 3	<u>8%</u> 53	<u>12%</u> 24	<u>16%</u> 18	<u>(VOL.)</u> <u>DK/Ref</u> 2

RANDOMIZE Q.95 THROUGH Q.98**ASK ALL:**

Q.97 Is Angela Merkel the leader of **[READ AND RANDOMIZE]**...

May 9-Jun 3

2012

22	Germany
4	France
5	The International Monetary Fund
4	NATO
65	Don't know/Refused (VOL.)

RANDOMIZE Q.95 THROUGH Q.98**ASK ALL:**

Q.98 Which person – **[RANDOMIZE]** Mitt Romney or Barack Obama – is more supportive of increasing taxes on higher income people?

May 9-Jun 3

2012

67	Barack Obama
13	Mitt Romney
20	Don't know/Refused (VOL.)

ASK FORM 2 ONLY [N=1507]:

Q.99F2 Are you more the kind of person who gets the news at regular times, or are you more the kind of person who checks in on the news from time to time?

May 9-Jun 3 <u>2012</u>		Jun 8-28 <u>2010</u>	May <u>2008</u>	Apr <u>2006</u> ⁴⁵	Apr <u>2004</u>	Apr <u>2002</u>
37	Gets news at regular times	38	45	50	52	49
57	Checks in from time to time	57	51	48	46	48
5	Neither (VOL.)	4	2	1	1	2
1	Don't know/Refused (VOL.)	1	2	1	1	1

ASK FORM 1 ONLY:

Q.100 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, radio or the internet...? First, **[READ AND RANDOMIZE]** do you follow this very closely, somewhat closely, not very closely, not at all closely? **[ONLY AS NECESSARY: REPEAT FULL SET OF ANSWER CHOICES]**How about...⁴⁶

		Very <u>closely</u>	Somewhat <u>closely</u>	Not very <u>closely</u>	Not at all <u>closely</u>	(VOL.) <u>DK/Ref</u>
BASED ON FORM 1 [N=1496]:						
a.F1	News about political figures and events in Washington					
	May 9-Jun 3, 2012	17	41	22	19	1
	May, 2008	21	45	19	14	1
	April, 2006	17	45	21	16	1
	April, 2004	24	45	17	14	*
	April, 2002	21	45	19	15	*
	April, 2000	17	43	23	17	*
	April, 1998	19	46	22	13	*
	April, 1996	16	43	28	13	*
b.F1	Business and finance					
	May 9-Jun 3, 2012	15	36	23	25	1
	May, 2008	16	35	23	25	1
	April, 2006	14	34	25	27	*
	April, 2004	14	37	24	25	*
	April, 2002	15	35	25	25	*
	April, 2000	14	36	27	23	*
	April, 1998	17	36	24	23	*
	April, 1996	13	37	31	19	*
c.F1	International affairs					
	May 9-Jun 3, 2012	14	41	23	21	1
	May, 2008	16	42	22	19	1
	April, 2006	17	45	19	19	*
	April, 2004	24	44	16	16	*
	April, 2002	21	44	18	17	*
	April, 2000	14	45	24	17	*
	April, 1998	16	46	23	15	*
	April, 1996	16	46	26	12	*
BASED ON FORM 1A [N=779]:						
d.F1a	Sports					
	May 9-Jun 3, 2012	26	24	18	31	1
	May, 2008	20	24	18	38	*
	April, 2006	23	25	19	33	*
	April, 2004	35	27	17	31	*
	April, 2002	25	28	18	29	*
	April, 2000	27	25	19	29	*
	April, 1998	27	28	18	27	*
	April, 1996	26	2	21	25	*

⁴⁵ In April 2006 and earlier, the question wording was: "Are you more the kind of person who watches or listens to the news at regular times, or are you more the kind of person who checks in on the news from time to time?"

⁴⁶ In April 2006, "the internet" was added to the question wording.

Q.100 CONTINUED...

		<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
e.F1a	People and events in your own community					
	May 9-Jun 3, 2012	26	44	16	14	1
	May, 2008	22	44	20	13	1
	April, 2006	26	45	15	13	1
	April, 2004	28	45	16	11	*
	April, 2002	31	44	14	11	*
	April, 2000	26	47	17	10	*
	April, 1998	34	45	14	7	*
	April, 1996	35	44	14	7	*
f.F1a	Science and technology					
	May 9-Jun 3, 2012	16	41	19	22	1
	May, 2008	13	37	26	23	1
	April, 2006	15	40	22	23	*
	April, 2004	16	42	21	21	*
	April, 2002	17	40	21	22	*
	April, 2000	18	45	20	17	*
	April, 1998	22	41	19	18	*
	April, 1996	20	42	24	14	*
f.F1a	Crime					
	May 9-Jun 3, 2012	28	37	19	15	1
	May, 2008	28	40	20	11	1
	April, 2006	29	42	15	12	1
	April, 2004	32	45	14	8	1
	April, 2002	30	46	14	9	1
	April, 2000	30	45	16	9	*
	April, 1998	36	44	13	7	*
	April, 1996	41	43	10	6	*
BASED ON FORM 1B [N=717]:						
h.F1b	Local government					
	May 9-Jun 3, 2012	21	38	20	20	*
	May, 2008	20	43	20	17	*
	April, 2006	20	45	18	17	*
	April, 2004	22	42	20	16	*
	April, 2002	22	43	19	16	*
	April, 2000	20	43	21	16	*
	April, 1998	23	44	20	13	*
	April, 1996	24	43	21	12	*
i.F1b	Entertainment					
	May 9-Jun 3, 2012	11	32	34	21	1
	May, 2008	10	38	27	24	1
	April, 2006	12	38	28	22	*
	April, 2004	15	42	25	18	*
	April, 2002	14	42	25	19	*
	April, 2000	15	41	28	16	*
	April, 1998	16	43	27	14	*
	April, 1996	15	42	29	14	*
j.F1b	The weather					
	May 9-Jun 3, 2012	52	31	10	7	1
	May, 2008	48	33	10	8	1
	April, 2006	50	35	9	6	*
	April, 2004	53	34	8	5	*
k.F1b	Health news					
	May 9-Jun 3, 2012	23	42	18	16	1
	May, 2008	20	40	21	19	*
	April, 2006	24	47	15	14	*

Q.100 CONTINUED...

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>Not at all closely</u>	(VOL.) DK/Ref
April, 2004	26	46	14	13	1
April, 2002	26	45	16	13	*
April, 2000	29	45	15	11	*
April, 1998	34	46	12	8	*
April, 1996	34	44	14	7	1

ASK ALL FORM 1 [N=1496]:**RANDOMIZE SUBJECT OF QUESTIONS 101 THROUGH 103, KEEPING QUESTION WORDING IN ORDER:**

Q.101 Which of the following two statements best describes you: "I follow INTERNATIONAL news closely ONLY when something important is happening" OR "I follow INTERNATIONAL news closely most of the time, whether or not something important is happening"?⁴⁷

May 9-Jun 3 <u>2012</u>		<u>Apr 2008</u>	<u>Apr 2006</u>	<u>Apr 2004</u>	<u>Apr 2002</u>	<u>Apr 2000</u>	<u>Apr 1998</u>
56	Only when something important is happening	56	58	47	61	64	63
39	Most of the time, whether or not something important is happening	39	39	52	37	33	34
5	Don't know/Refused (VOL.)	5	3	1	2	3	3

ASK ALL FORM 1 [N=1496]:**RANDOMIZE SUBJECT OF QUESTIONS 101 THROUGH 103, KEEPING QUESTION WORDING IN ORDER:**

Q.102 I'd like to ask the same question, but about NATIONAL news...Which best describes you: "I follow NATIONAL news closely ONLY when something important is happening" OR "I follow NATIONAL news closely most of the time, whether or not something important is happening"?

May 9-Jun 3 <u>2012</u>		<u>Apr 2008</u>	<u>Apr 2006</u>	<u>Apr 2004</u>	<u>Apr 2002</u>	<u>Apr 2000</u>	<u>Apr 1998</u>
44	Only when something important is happening	41	43	43	45	50	46
54	Most of the time, whether or not something important is happening	55	55	55	53	48	52
3	Don't know/Refused (VOL.)	4	2	2	2	2	2

ASK ALL FORM 1 [N=1496]:**RANDOMIZE SUBJECT OF QUESTIONS 101 THROUGH 103, KEEPING QUESTION WORDING IN ORDER:**

Q.103 And just once more about LOCAL COMMUNITY news...Which best describes you: "I follow LOCAL COMMUNITY news closely ONLY when something important is happening" OR "I follow LOCAL COMMUNITY news closely most of the time, whether or not something important is happening"?

May 9-Jun 3 <u>2012</u>		<u>Apr 2008</u>	<u>Apr 2006</u>	<u>Apr 2004</u>	<u>Apr 2002</u>	<u>Apr 2000</u>	<u>Apr 1998</u>
39	Only when something important is happening	40	41	43	41	40	38
57	Most of the time, whether or not something important is happening	57	57	55	56	58	61
4	Don't know/Refused (VOL.)	3	2	2	3	2	1

⁴⁷ In April 2002 and earlier, the Q.101-Q.103 series included the words "something important or interesting is happening." Also, in April 2002 and earlier, the questions were rotated and did not include the transitions presented here.

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?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL.) No preference	(VOL.) Other party	(VOL.) DK/Ref	Lean <u>Rep</u>	Lean <u>Dem</u>
May 9-Jun 3, 2012	24	32	36	4	*	4	13	14
Apr 4-15, 2012	24	31	39	3	*	2	15	15
Mar 7-11, 2012	24	34	36	3	1	2	16	17
Feb 8-12, 2012	26	32	36	4	1	2	13	17
Jan 11-16, 2012	22	31	42	3	*	2	17	16
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
Yearly Totals								
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>No opinion either way</u>	(VOL.) <u>Haven't heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ DK</i>
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--
Feb 8-12, 2012	18	25	53	2	2	--
Jan 11-16, 2012	20	24	52	2	2	--
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 ⁴⁸	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
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

⁴⁸

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 2010 through October 2010, 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 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."