

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

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

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

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

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

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

On a different subject...

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

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

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

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

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

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

6 (T) We're interested in how often people watch the major TV network evening news programs -- by this we mean ABC World News Tonight with Peter Jennings, CBS Evening News with Dan Rather, and NBC Nightly News with Tom Brokaw. Do you happen to watch TV evening news programs regularly, or not? (4-96)

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

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

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

**INTERVIEWER NOTE: FOR QUESTIONS 8 thru 12 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY". IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY".**

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

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

**FORM A ONLY:**

**IF "YES" IN QUESTION 8, ASK:**

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

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

**ASK ALL:**

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

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

**FORM A ONLY:**

**IF "YES" IN QUESTION 10, ASK:**

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

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

**ASK ALL:**

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

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

**FORM A ONLY:**

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

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

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

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

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

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

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

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

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

**ASK ALL:**

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

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live (2-97)	1	2	3	4	9
b. Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11 (2-97)	1	2	3	4	9

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

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<sup>1</sup>In 1996 this question was worded, "The Jim Lehrer Newshour."

<sup>2</sup>In previous years this question included "A Current Affair."

15.	Watch MSNBC ( <i>new</i> )	1	2	3	4	9
				Hardly		
		<u>Regularly</u>	<u>Sometimes</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
p.	Watch the Weather Channel ( <i>new</i> )	1	2	3	4	9
17.	Watch ESPN Sports News ( <i>new</i> )	1	2	3	4	9
18.	Watch Entertainment Tonight (2/97)	1	2	3	4	9

**FORM A ONLY:**

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

				Hardly				
		<u>Regularly</u>	<u>Sometimes</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>		
a.	Watch Larry King Live ( <i>new</i> )	1	2	3	4	9		
b.	Watch Rivera Live with with Geraldo Rivera ( <i>new</i> )	1	2	3	4	9		
3.	Listen to Dr. Laura Schlesinger's (pronounce: SLES-en-ger) radio show ( <i>new</i> )		1	2	3	4	9	
4.	Listen to Don Imus' radio show ( <i>new</i> )			1	2	3	4	9
5.	Listen to Howard Stern's radio show ( <i>new</i> )	1	2	3	4	9		
f.	Listen to Rush Limbaugh's radio show (6-97)		1	2	3	4	9	
g.	Listen to religious radio shows such as "Focus on the Family" (6-97)		1	2	3	4	9	

**ASK ALL:**

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

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

**SPLIT FORM B INTO B1 AND B2**

**FORM B1 ONLY:**

19

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

**FORM B2 ONLY:**

20

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

**ASK ALL:**

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

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

**FORM B ONLY:**

**IF YES ON QUESTION 21:**

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

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

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

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

**ASK ALL:**

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

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

**FORM B ONLY:**

**IF YES ON QUESTION 24:**

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

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

**ASK ALL:**

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

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

**FORM B ONLY:**

**IF YES ON QUESTION 26:**

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

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

**ASK ALL:**

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

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

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

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

**FORM B ONLY:**

**IF YES ON QUESTION 28:**

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

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

**ASK ALL:**

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

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

**FORM A ONLY:**

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

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

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

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

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

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

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

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

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

**NO QUESTION 34**

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

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

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

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

Now, on a different subject...

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

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

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

**ASK OF ALL FORM A RESPONDENTS:**

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

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

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

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

**ASK ALL:**

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

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

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

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

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<sup>3</sup> In 1994, this question was worded "dial around."

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

**FORM B ONLY; ROTATE QUESTIONS 42 thru 44:**

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

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

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

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

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

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

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

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

45

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

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

**IF YES TO QUESTION 45:**

46

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

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

**IF NO TO QUESTION 46:**

47

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

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

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

48

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

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

**IF YES TO QUESTION 48:**

49

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

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

**IF NO TO QUESTION 49:**

50

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

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

**ASK ALL:**

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

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

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

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

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

**NO QUESTION 53**

Now on another subject...

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

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

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

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

**IF YES:**

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

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

**IF YES:**

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

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

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

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

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

**ASK RESPONDENTS WHO ANSWERED ‘1’ IN Q.58**

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

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

**ASK RESPONDENTS WHO ANSWERED ‘2’ OR ‘3’ IN Q.58**

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

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

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

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

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

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

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<sup>4</sup>In 1996 this question was asked only of people who go online for “current events, public issues, and politics.”

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

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

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

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

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

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

64 (T) When you go online do you ever encounter or come across news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news? (10-96<sup>5</sup>)

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

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

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

**ASK ALL:**

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

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

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

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

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

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

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

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

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

D.1 ENTER RESPONDENT'S SEX:

- 1 Male
- 2 Female

D.2 What is your age?

\_\_\_\_\_ years

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Christian, or not?

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

**ASK ALL:**

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

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

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

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

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

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

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

**ASK ALL:**

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

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

**ASK ALL:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

D.22 CHECK THE DAY OF WEEK INTERVIEW WAS COMPLETED

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

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