
Online News Survey

Final Topline

1/20/10

Data for December 28, 2009 – January 19, 2010

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life ProjectSample: n= 2,259 national adults, age 18 and older, including 562 cell phone interviews
Interviewing dates: 12.28.09 – 01.19.10

Margin of error is plus or minus 3 percentage points for results based on Total [n=2,259]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,675]

Margin of error is plus or minus 3 percentage points for results based on online news users [n=1,582]

Q6a Do you use the internet, at least occasionally?**Q6b** Do you send or receive email, at least occasionally?¹

| | USES INTERNET | DOES NOT USE INTERNET |
|---------|---------------|-----------------------|
| Current | 75 | 25 |

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?²

Based on all internet users [N=1,675]

| | TOTAL HAVE EVER DONE THIS | ----- DID YESTERDAY | HAVE NOT DONE THIS | DON'T KNOW | REFUSED |
|--|---------------------------|---------------------|--------------------|------------|---------|
| Send or read e-mail | | | | | |
| Current | 92 | 59 | 8 | * | * |
| Get news online | | | | | |
| Current | 80 | 44 | 20 | * | 0 |
| April 2009 | 72 | 38 | 28 | * | * |
| Use a social networking site like MySpace, Facebook or LinkedIn.com ³ | | | | | |
| Current | 57 | 32 | 43 | * | 0 |
| December 2009 | 56 | 33 | 44 | 0 | * |
| September 2009 | 47 | 27 | 52 | * | * |
| Use Twitter or another service to share updates about yourself or to see updates about others ⁴ | | | | | |

¹ Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"² Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"³ In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"⁴ In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others"

Current 19 9 81 * *

WIRELESS Wireless internet use⁵

| | WIRELESS INTERNET USER | INTERNET USER BUT NOT WIRELESS | ALL OTHERS |
|----------------|---------------------------|-----------------------------------|------------|
| Current | 53 | 24 | 23 |
| December 2009 | 55 | 24 | 21 |
| September 2009 | 54 | 25 | 21 |

Q12 Do you ever use your cell phone or Blackberry or other handheld device to... [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-f; ALWAYS ASK g LAST]?

Based on those who use their cell phone to access the internet [N=572]

| | YES, DO THIS | NO, DO NOT DO THIS |
|--|-----------------|-----------------------|
| a. Go online for news and information about current events | 68 | 32 |
| b. Get news alerts sent to your phone by text or email | 31 | 69 |
| c. Get financial information or updates | 32 | 68 |
| d. Check sports scores or get sports updates | 44 | 56 |
| e. Get traffic information | 35 | 65 |
| f. Check weather reports | 72 | 28 |
| g. Download an application, also called an "app," that allows you to access news, weather, sports or other information | 49 | 50 |

⁵ Definitions for wireless internet use may vary from survey to survey.

Q13 We're interested in how people routinely get their news and information. I'm going to ask you about some news sources you might or might not use. (Here's my first question...) On a typical day, do you get news or information from... [INSERT IN ORDER], or do you not get news from this source? On a typical day, do you get news from [INSERT NEXT ITEM], or not?

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. The PRINT version of a national daily newspaper such as the New York Times or USA Today | 17 | 83 | * | * |
| b. The PRINT version of a LOCAL newspaper | 50 | 50 | * | * |
| c. The local television news in your area | 78 | 21 | * | * |
| d. The television broadcast of a national cable or network news show on a station like CNN, FoxNews or CBS | 73 | 26 | * | 0 |
| e. A radio news program that you listen to on a car or home radio | 54 | 46 | * | 0 |

Q14 Thinking about news and information you might get ONLINE... Do you ever use the internet to get news or information about [INSERT ITEM; ALWAYS ASK a-d IN ORDER FIRST, THEN ROTATE]?

Based on all internet users [N=1,675]

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| a. Developments in your local community | 51 | 49 | * | 0 |
| b. Developments in your state | 58 | 42 | * | 0 |
| c. National events | 73 | 27 | 0 | * |
| d. International events | 62 | 38 | * | * |
| e. Health or medicine | 66 | 34 | * | * |
| f. The weather | 81 | 19 | 0 | 0 |
| g. Celebrities or entertainment | 47 | 53 | 0 | 0 |
| h. Arts and culture | 49 | 51 | * | * |
| i. Business, finance or the economy | 64 | 36 | 0 | * |
| j. Science and technology | 60 | 40 | 0 | 0 |
| k. Sports | 52 | 48 | 0 | 0 |
| l. Traffic | 32 | 68 | 0 | * |

NOTE: For this study, an online news user is defined as an internet user who uses the internet to do at least one of the following:

- a. Get news online in the WEB1 series (OR)
- b. Get news or information about any of the 12 items in the Q14 series

ONLINE NEWS USERS – Internet users who get news online

| | <u>CURRENT</u> | |
|---|----------------|---|
| % | 71 | Online news user |
| | 4 | Internet user but not an online news user |
| | 25 | All others |

Q15 I'm going to read you another list of news sources you might or might not use. On a typical day, do you get news and information from... [INSERT IN ORDER], or do you not get news from this source? On a typical day, do you get news from [INSERT NEXT ITEM], or not?

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| <i>Items A thru J: Based on internet users who get news online [N=1,582]</i> | | | | |
| a. A website of a national or local newspaper | 38 | 62 | * | * |
| b. A website of a TV news organization such as CNN, Fox or CBS | 46 | 54 | * | 0 |
| c. A website of a radio news organization such as NPR | 15 | 85 | * | * |
| d. A portal website like GoogleNews, AOL or Topix that gathers news from many different sources | 56 | 44 | * | 0 |
| e. A website of an international news organization such as the BBC or The Guardian, or a foreign language news site | 18 | 82 | * | * |
| f. A website that specializes in a particular topic like health, politics or entertainment | 38 | 62 | * | 0 |
| g. The website of an individual blogger (IF NECESSARY: who does not work for a major news organization) | 11 | 88 | * | * |
| h. A news website such as Digg or NewsTrust where users rank stories | 7 | 93 | * | * |
| i. A website that offers a mix of news and commentary, such as the Drudge Report or Huffington Post | 17 | 83 | * | 0 |
| j. A news podcast from an organization such as NPR or the New York Times | 14 | 86 | * | * |
| <i>Items K thru L: Based on SNS users who get news online [N=812]</i> | | | | |
| k. A news organization or an individual journalist you follow on a social networking site like Facebook | 23 | 77 | 0 | 0 |
| l. Another individual or organization you follow on a social networking site like Facebook, including personal friends and family | 51 | 49 | * | * |
| <i>Items M thru N: Based on Twitter users who get news online [N=261]</i> | | | | |
| m. Twitter updates from a news organization or individual journalist | 18 | 82 | 0 | 0 |
| n. Twitter updates from another individual or organization you follow, including personal friends and family | 28 | 72 | 0 | 0 |

- Q16** Thinking about all of the news and information you get online... How many websites, if any, do you routinely rely on for your news and information? Would you say [READ 1-4]

Based on internet users who get news online [N=1,582]

| <u>CURRENT</u> | | |
|----------------|----|--|
| % | 21 | Just one site |
| | 57 | Two to five |
| | 8 | Six to ten |
| | 3 | More than ten |
| | 11 | (DO NOT READ) Don't rely on any website regularly for news |
| | * | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |

- Q17** Some people like to follow the news all or most of the time. Others don't follow it that often. How about you? Would you say you follow the news... [READ 1-4]

| <u>CURRENT</u> | | |
|----------------|----|--------------------------|
| % | 56 | All or most of the time |
| | 25 | Some of the time |
| | 12 | Only now and then |
| | 6 | Hardly ever |
| | 1 | (DO NOT READ) Never |
| | * | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |

- Q18** People use the news in different ways. How about you? Do you, personally, follow the news because... [INSERT; RANDOMIZE], or is this not really a reason for you?

Based on those who follow the news at least now and then [N=2,120]

| | <u>YES, A REASON</u> | <u>NO, NOT A REASON</u> |
|--|----------------------|-------------------------|
| a. You enjoy talking with friends, family and colleagues about what's happening in the world | 72 | 28 |
| b. You need to for your job | 19 | 81 |
| c. You often find information in the news that helps improve your life | 61 | 38 |
| d. You feel you have a social or civic obligation to stay informed | 69 | 31 |
| e. It provides entertainment and a relaxing diversion | 44 | 55 |

- Q19** Here are a few statements about the news. For each, 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/The next one is) [INSERT ITEM; RANDOMIZE]

READ FOR FIRST ITEM, THEN AS NECESSARY: Do you completely agree with this statement, mostly agree, mostly disagree, or completely disagree?

| | COMPLETELY AGREE | MOSTLY AGREE | MOSTLY DISAGREE | COMPLETELY DISAGREE | DON'T KNOW | REFUSED |
|--|---------------------|-----------------|--------------------|------------------------|---------------|---------|
| a. The amount of news and information available from different sources today is overwhelming. | 25 | 45 | 20 | 7 | 2 | 1 |
| b. The major news organizations do a good job covering all of the important news stories and subjects that matter to me. | 12 | 51 | 24 | 9 | 3 | 1 |
| c. Most news sources today are biased in their coverage. | 23 | 48 | 17 | 5 | 4 | 2 |

- Q20b** Thinking about the different kinds of news available to you, what do you prefer? [READ AND ROTATE 1-3]

Based on Form B respondents [N=1,150]

| | CURRENT | |
|---|---------|--|
| % | 31 | Getting news from sources that SHARE your point of view |
| | 49 | Getting news from sources that DON'T HAVE a particular point of view |
| | 11 | Getting news from sources that DIFFER FROM your point of view |
| | 7 | (DO NOT READ) Don't know |
| | 2 | (DO NOT READ) Refused |

- Q21** Please tell me if each of the following statements describes you very well, somewhat, or not at all. (First/Next)...[INSERT ITEM; RANDOMIZE]

READ AS NECESSARY: Does this describe you very well, somewhat or not at all?

| | VERY WELL | SOME- WHAT | NOT AT ALL | DON'T KNOW | REFUSED |
|--|-----------|---------------|---------------|---------------|---------|
| a. I only follow news about specific topics that really interest me. | 28 | 39 | 31 | 1 | * |
| b. I rely on the people around me to tell me when there is news or information I should know about. | 15 | 35 | 49 | 1 | * |
| c. I like coming across news about topics and issues that I have not thought about very much before. | 34 | 48 | 17 | 1 | * |

Q22 Compared to five years ago, do you think it is... [INSERT AND ROTATE 1-2], or is there no real difference compared to five years ago?

| CURRENT | | |
|---------|----|---|
| % | 55 | EASIER to keep up with news and information today |
| | 18 | HARDER to keep up with news and information today |
| | 25 | (DO NOT READ) No real difference |
| | 2 | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |

Q23 Thinking about all of the news and information you get from different news sources today, is there enough coverage of...[INSERT a-c FIRST IN ORDER; RANDOMIZE d-k], or is there not enough coverage of this topic?

How about...[INSERT NEXT ITEM]? [READ AS NECESSARY: Is there enough coverage of this topic, or not?]

| | YES, ENOUGH | NO, NOT ENOUGH | (VOL.) DON'T LOOK FOR THIS / NOT INTERESTED IN | DON'T KNOW | REFUSED |
|---|----------------|-------------------|--|---------------|---------|
| a. Your neighborhood or local community | 57 | 38 | 1 | 3 | * |
| b. Your state government | 55 | 39 | 2 | 3 | 1 |
| c. United States domestic policy | 59 | 34 | 2 | 5 | * |
| d. International news | 63 | 32 | 2 | 2 | * |
| e. Health and medicine | 59 | 39 | * | 1 | 1 |
| f. New kinds of technology | 62 | 33 | 2 | 3 | * |
| g. Sports and athletes | 87 | 6 | 6 | 2 | * |
| h. Music and the arts | 63 | 29 | 5 | 3 | 1 |
| i. Scientific news and discoveries | 50 | 44 | 2 | 3 | * |
| j. Religion and spirituality | 51 | 41 | 4 | 3 | 1 |
| k. Business and finance | 75 | 18 | 3 | 3 | * |

Q24 We're interested in what features people look for in an online news site. In deciding where to get your news online, is... [INSERT ITEM; RANDOMIZE] important to you, or is it not important?

How about... [INSERT NEXT ITEM; RANDOMIZE]? [READ AS NECESSARY: Is this important or not important in deciding where you get your news online?]

Based on internet users who get news online [N=1,582]

| | YES, IMPORTANT | NO, NOT IMPORTANT | DON'T KNOW | REFUSED |
|--|-------------------|----------------------|---------------|---------|
| a. Multi-media content like photo essays or video clips | 48 | 52 | 1 | * |
| b. Opportunities to comment on stories | 37 | 62 | 1 | * |
| c. Links to related material | 68 | 30 | 1 | * |
| d. Being able to follow the news site through social networking sites like Facebook or Twitter | 25 | 75 | * | * |
| e. Being able to customize the news you get at the site | 42 | 56 | 2 | * |
| f. Being a portal site or news aggregator that gathers news from all over the internet | 48 | 50 | 2 | 1 |
| g. Being able to easily share the site's news content with others, through emails or posting to other websites like Facebook | 44 | 55 | 1 | * |
| h. Interactive material like charts, quizzes, graphics, and maps that you can manipulate yourself | 38 | 61 | 1 | * |

Q25 Which of these is MOST important to you in deciding where to get your news online?
REREAD "IMPORTANT" RESPONSES FROM Q24

Based on internet users who get news online [N=1,582]

| | CURRENT | |
|---|---------|--|
| % | 22 | Links to related material |
| | 19 | Being a portal site that gathers news from all over the internet |
| | 11 | Being able to easily share their news content with others, through emails or posting to websites like Facebook |
| | 10 | Being able to customize the news you get at the site |
| | 9 | Multi-media content |
| | 5 | Opportunities to comment on stories |
| | 5 | Interactive material that you can manipulate yourself |
| | 3 | Being able to follow the site on social networking sites |
| | 1 | (DO NOT READ) All of these/All of the above |
| | 12 | (DO NOT READ) None of these/Something else (SPECIFY) |
| | 3 | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |

Q26 How often do you... [INSERT; ROTATE a-b; ITEM c ALWAYS LAST]? Everyday or almost everyday, a few times a week, or less often?

Based on internet users who get news online [N=1,582]

| | EVERYDAY OR ALMOST EVERYDAY | A FEW TIMES A WEEK | LESS OFTEN | (VOL.) NEVER | DON'T KNOW | REFUSED |
|---|-----------------------------------|--------------------------|---------------|-----------------|---------------|---------|
| a. Go online specifically to get news | 48 | 23 | 24 | 5 | * | 0 |
| b. Come across news when you are online doing other things | 59 | 21 | 17 | 3 | * | * |
| c. Get news forwarded to you through email, automatic alerts and updates, or posts on social networking sites | 28 | 16 | 30 | 25 | * | * |

Q27 Thinking about all of the news that is forwarded to you through email, automatic alerts and updates, and posts on social networking sites, how much of it do you actually find the time to read? Would you say you read...[READ 1-4]

Based on internet users who get news online and have that news forwarded to them [N=1,163]

| CURRENT | | |
|---------|----|--|
| % | 13 | All or almost all of it |
| | 25 | Most of it |
| | 37 | Only some of it |
| | 23 | Little or none at all |
| | 1 | (DO NOT READ) Don't get news forwarded to me |
| | * | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |

Q28 How often do you click on links to related material that are in online news stories? Would you say you do this...[READ 1-4]

Based on internet users who get news online [N=1,582]

| CURRENT | | |
|---------|----|--------------------------|
| % | 25 | Often |
| | 40 | Sometimes |
| | 24 | Hardly ever |
| | 12 | Never |
| | * | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |

Q29 Thinking about all the different ways you might get and share news online, please tell me if you ever do the following things. Do you ever...[INSERT; RANDOMIZE], or not?

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| <i>Items A thru G: Based on all internet users [N=1,675]</i> | | | | |
| a. Customize your homepage to include your favorite news sources or topics | 28 | 72 | * | 0 |
| b. Email a link to a news story or news video to someone you know | 48 | 52 | * | 0 |
| c. Tag or categorize online news content | 11 | 88 | * | * |
| d. Contribute your own article, opinion piece, picture or video to an online news site | 9 | 91 | 0 | * |
| e. Comment on a news story or blog you read online | 25 | 75 | * | 0 |
| f. Watch an online video feed of live or breaking events | 62 | 38 | * | 0 |
| g. Watch a video online of a news story or event that happened in the past | 68 | 32 | * | * |
| <i>Item H: Based on SNS users [N=828]</i> | | | | |
| h. Post a link to a news story or blog on a social networking site | 30 | 70 | * | 0 |
| <i>Item I: Based on Twitter users [N=263]</i> | | | | |
| i. Use Twitter to post or re-tweet a link to a news story or blog | 18 | 82 | 0 | 0 |

Q30 Do you have a favorite news source online, or do you not have a favorite?

Based on internet users who get news online [N=1,582]

| CURRENT | | |
|---------|----|----------------------|
| % | 35 | Have favorite |
| | 65 | Do not have favorite |
| | * | Don't know |
| | * | Refused |

Q31 What is your favorite news source online? [OPEN-END; RECORD FIRST RESPONSE ONLY)

Based on internet users who get news online and have a favorite online news source [N=556]

| CURRENT | | |
|---------|----|---------------|
| % | 99 | Gave response |
| | 1 | Refused |

Q32 How often do you get news or information from this source, either by going to the website or by getting alerts or updates sent to you from the site? [READ 1-5]

Based on internet users who get news online and have a favorite online news source [N=556]

| | <u>CURRENT</u> | |
|---|----------------|--------------------------|
| % | 32 | Several times a day |
| | 33 | About once a day |
| | 22 | Several times a week |
| | 7 | Several times a month |
| | 5 | Less often |
| | 0 | (DO NOT READ) Don't know |
| | * | (DO NOT READ) Refused |