

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**BIENNIAL MEDIA CONSUMPTION SURVEY 2010**  
**CODEBOOK**  
**JUNE 9, 2010**

N= 3,000 adults 18+ (2,000 landline, 1,000 cell phone) English only

**LANDLINE INTRO:**

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 [**RANDOMIZE:** "YOUNGEST MALE, 18 years of age or older, who is now at home" **AND** "YOUNGEST FEMALE, 18 years of age or older, who is now at home?"]  
[**IF NO MALE/FEMALE, ASK:** May I please speak with the YOUNGEST FEMALE/MALE, 18 years of age or older, who is now at home?] **GO TO MAIN INTERVIEW**

**CELL PHONE INTRO:**

Hello, I am \_\_\_ calling for Princeton Survey Research. We are conducting a survey for leading newspapers and TV stations around the country.

**RANDOM ONE HALF CELL SAMPLE GETS INTRO1, OTHER HALF-SAMPLE INTRO2**

**[NOTE: DO NOT SPLIT BY FORM]:**

**INTRO1:** I know I am calling you on a cell phone, as a small token of our appreciation for your time, we will pay all eligible respondents \$5 for participating in this survey.

**INTRO2:** I know I am calling you on a cell phone. If you would like to be reimbursed for your cell phone minutes, we will pay all eligible respondents \$5 for participating in this survey.

**READ TO ALL CELL PHONE**

**INTRODUCTION TO MAIN INTERVIEW:** We're interested in learning more about people with cell phones. This will only take about 20 minutes. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

**ASK ALL:**

Q.1 Do you approve or disapprove of the way Barack Obama 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 Barack Obama is handling his job as President? **IF STILL DEPENDS ENTER AS DK**] {5/6-9 weekly} {QID:PRESAPP}

**RESPONSE CATEGORIES:**

- 1 Approve
- 2 Disapprove
- 9 Don't know/Refused (VOL.)

**RANDOMIZE Q.1 AND Q.1a**

**ASK ALL:**

Q.1a All in all, are you satisfied or dissatisfied with the way things are going in this country today?

**RESPONSE CATEGORIES**

- 1 Satisfied
- 2 Dissatisfied
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.2 Do you happen to read any daily newspaper or newspapers regularly, or not?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.3 Do you happen to watch any TV news programs regularly, or not?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.4 Do you listen to news on the radio regularly, or not?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**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.

- a. The current situation and events in Afghanistan
- b. News about this year's congressional elections
- c. Reports about the condition of the U.S. economy

**RESPONSE CATEGORIES:**

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

**ASK ALL:**

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

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

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

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**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 the news on the radio yesterday?

**RESPONSE CATEGORIES:**

- 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 (VOL.)

**ASK ALL:**

Q.23 Did you spend any time reading magazines yesterday?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.24 Not including school or work related books, did you spend any time reading a book yesterday?  
[IF YES ASK: Was it a work of fiction or non-fiction?]

**RESPONSE CATEGORIES:**

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

**ASK ALL:**

Q.28 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.

**ASK FORM 2 ONLY:**

- d.F2 Watch the CBS Evening News with Katie Couric
- e.F2 Watch the ABC World News with Diane Sawyer
- f.F2 Watch the NBC Nightly News with Brian Williams
- g.F2 Watch CNN
- h.F2 Watch the Fox News CABLE Channel
- i.F2 Watch MSNBC
- j.F2 Watch CNBC

**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
- l. Watch C-SPAN
- m. Listen to NPR, National Public Radio
- n. Watch the PBS NewsHour
- o. Watch the Today Show, Good Morning America or The Early Show
- p. Watch Sunday morning news shows such as Meet the Press, This Week or Face the Nation

**RESPONSE CATEGORIES:**

- 1 Regularly
- 2 Sometimes
- 3 Hardly ever
- 4 Never
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.29 Now I'd like to ask you about some other television and radio programs. (First) how often do you watch, read or listen, regularly, sometimes, hardly ever or never?

- a. Watch Countdown with Keith Olbermann
- b. Watch the Sean Hannity show
- c. Watch the Daily Show with Jon Stewart
- d. Listen to Rush Limbaugh's radio show
- e. Watch Hardball with Chris Matthews
- f. Watch the O'Reilly Factor with Bill O'Reilly
- g. Watch the Colbert Report with Stephen Colbert
- h. Watch the Glenn Beck show
- i. Watch the Rachel Maddow show

**RESPONSE CATEGORIES:**

- 1 Regularly
- 2 Sometimes
- 3 Hardly ever
- 4 Never
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.30 Now I'd like to know how often you read certain types of publications in print or online. (First,) How often do you read...

- a. News magazines such as Time, U.S. News, or Newsweek
- b. Magazines such as The Atlantic, Harper's or The New Yorker
- c. A daily newspaper
- d. Local weekly community newspapers

**RESPONSE CATEGORIES:**

- 1 Regularly
- 2 Sometimes
- 3 Hardly ever
- 4 Never
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.31 And thinking about some specific newspapers in print and online, how often do you read...

- a. The New York Times
- b. The Wall Street Journal
- c. USA Today

**RESPONSE CATEGORIES:**

- 1 Regularly
- 2 Sometimes
- 3 Hardly ever
- 4 Never
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.36 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, hardly ever or never?

**RESPONSE CATEGORIES:**

- 1 Regularly
- 2 Sometimes
- 3 Hardly ever
- 4 Never
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Just in general...

Q.37 How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

**RESPONSE CATEGORIES:**

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

**ASK ALL:**

On another subject...

Q.40 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have

- a. A desktop computer
- b. A laptop computer
- c. A cell phone .... or a Blackberry, iPhone, or other device that is also a cell phone
- d. An MP3 player or iPod
- e. A tablet computer such as an iPad
- f. A satellite radio subscription through X-M or Sirius

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

INT1 Do you use the internet, at least occasionally?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't Know/Refused (VOL.)

**ASK ALL:**

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

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't Know/Refused (VOL.)

**ASK ALL:**

Q.74 At your home, do you currently subscribe to Cable TV, satellite TV, or another digital cable service like Fios [**Pronounced: F-EYE-ose**], or not? *{new}* {QID:qid20100601q74}

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.75 Do you happen to have a Tivo [**Pronounced "TEE-Voe"**] or cable box with a DVR that can record TV programs you select, or not? *{2008 mod}* {QID:x040512-78e}

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No

9 Don't know/Refused (VOL.)



**ASK IF REGULARLY GET NEWS FROM THE FOLLOWING SOURCE LIST:**

Q.82 We're interested in understanding WHY people use certain media sources. For the latest news and headlines, or in-depth reporting, or entertainment, or interesting views and opinions.

**SOURCE LIST:**

**ASK IF Q28aF1=1:**

a.F1 The national nightly network news on CBS, ABC or NBC

**ASK IF FORM 1 AND Q28o=1:**

b.F1 The Today Show, Good Morning America or The Early Show

**ASK IF FORM 1 AND Q30c=1:**

c.F1 A daily newspaper

**ASK IF Q28gF2=1:**

d.F2 CNN

**ASK IF Q28hF2=1:**

e.F2 The Fox News CABLE Channel

**ASK IF Q28iF2=1:**

f.F2 MSNBC

**ASK IF Q28m=1:**

g. NPR, National Public Radio

**ASK IF Q30a=1:**

h. News magazines such as Time, U.S. News or Newsweek

**ASK IF Q30b=1:**

i. Magazines such as The Atlantic, Harpers and The New Yorker

**ASK IF Q46=1:**

j. Blogs about politics or current events

**ASK IF Q28n=1**

k. The PBS NewsHour

**ASK IF Q29a=1**

l. Countdown with Keith Olbermann

**ASK IF Q29i=1**

m. The Rachel Maddow show

**ASK IF Q29c=1**

n. The Daily Show with Jon Stewart

**ASK IF Q29g=1**

o. The Colbert Report with Stephen Colbert

**ASK IF Q29h=1**

p. The Glenn Beck show

**ASK IF Q29f=1**

q. The O'Reilly Factor with Bill O'Reilly

**ASK IF Q29b=1**

r. The Sean Hannity show

**ASK IF Q29d=1**

s. Rush Limbaugh's radio show

**ASK IF Q29e=1**

t. Hardball with Chris Matthews

**ASK IF Q28p=1**

u. Sunday morning news shows such as Meet the Press, This Week or Face the Nation

**ASK IF Q31a=1**

v. The New York Times

**ASK IF Q31b=1**

w. The Wall Street Journal

**ASK IF Q31c=1**

x. USA Today

**RESPONSE CATEGORIES:**

- 1 For the latest news and headlines
- 2 For in-depth reporting
- 3 For entertainment [OR]
- 4 For interesting views and opinions
- 6 **[VOL. DO NOT READ]** Other
- 7 **[VOL. DO NOT READ]** Mix/All
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**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.85 Do you happen to know which political party has a majority in the U.S. House of Representatives?

- 1 **Democrats** [OR]
- 2 Republicans
- 9 **[VOL. DO NOT READ]** Don't know/Refused

Q.86 Can you tell me which company Steve Jobs is the head of?

- 1 **Apple**
- 2 Amazon.com
- 3 DreamWorks [OR]
- 4 Microsoft
- 9 **[VOL. DO NOT READ]** Don't know/Refused

Q.87 Do you happen to know who Eric Holder is?

- 1 **The U.S Attorney General**
- 2 The Secretary of the Treasury
- 3 The CEO of BP [OR]
- 4 White House Chief of Staff
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL:**

Q.88 Can you name the country where a recent volcanic eruption disrupted international air travel?

- 1 **Iceland**
- 2 Finland
- 3 China [OR]
- 4 Indonesia
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL:**

On a different subject...

Q.91 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?

**RESPONSE CATEGORIES:**

- 1 Gets news at regular times
- 2 Checks in from time to time
- 3 Neither/Both equally (**VOL.**)
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

Q.92 Which comes closer to describing your view of the news media

**RESPONSE CATEGORIES:**

- 1 All the news media are pretty much the same to me [OR]
- 2 There are a few news sources I trust more than others
- 9 [**VOL. DO NOT READ**] Don't know/Refused

**ASK ALL:**

Q.93 Thinking about the different kinds of political news available to you, what do you prefer ...

**RESPONSE CATEGORIES:**

- 1 Getting news from sources that share YOUR political point of view [OR]
- 2 Getting news from sources that DON'T have a particular political point of view
- 9 [**VOL. DO NOT READ**] Don't know/Refused

**ASK ALL:**

Q.94 What do you find gives you the BEST understanding of major news events

**RESPONSE CATEGORIES:**

- 1 Reading or hearing the facts about what happened  
OR
- 2 Seeing pictures and video showing what happened
- 9 [**VOL. DO NOT READ**] Don't know/Refused

**ASK ALL:**

Thinking about the news media in general...

Q.95 How much political bias do you see in news coverage? A lot, some, not much or none at all?

**RESPONSE CATEGORIES:**

- 1 A lot
- 2 Some
- 3 Not too much
- 4 None at all
- 9 Don't know/Refused (VOL.)

**ASK IF A LOT OR SOME BIAS (Q.95=1,2):**

Q.95a In general, do you think news coverage has [READ AND RANDOMIZE]?

**RESPONSE CATEGORIES:**

- 1 More of a liberal bias [OR]
- 2 More of a conservative bias
- 3 [VOL. DO NOT READ] Other/Neither/Depends
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

Q.98 As I read a list of some descriptions, tell me if each describes you or not. If you're not familiar with something, just let me know.

- a. An NRA supporter
- b. A Christian conservative
- c. An environmentalist
- d. Pro-business
- e. Libertarian
- f. Progressive
- g. A Tea Party supporter
- h. A gay rights supporter

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.99 Do you display the American flag at your home, in your office, or on your car, or not?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

Thinking about the government ...

Q.100 Which comes closer to your view, even if neither is exactly right?

- 1 Government should do more to solve problems [OR]
- 2 Government is doing too many things better left to businesses and individuals
- 9 [**VOL. DO NOT READ**] Don't know/Refused

**ASK ALL:**

SEX ENTER RESPONDENT'S SEX:

PRECODES:

- 1 Male
- 2 Female

**ASK ALL:**

AGE What is your age?

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

**ASK ALL:**

EDUC What is the last grade or class that you completed in school?

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Technical, trade, or vocational school AFTER high school
- 5 Some college, associate degree, 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 (**VOL.**)

**ASK ALL:**

RACE1 Which of the following describes your race? You can select as many as apply.

**RESPONSE CATEGORIES:**

- 1 White
- 2 Black or African-American
- 3 Asian or Asian-American
- 4 Or some other race
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

MARITAL Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

**RESPONSE CATEGORIES:**

- 1 Married
- 2 Living with a partner
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Never been married
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

PARENT Are you the parent or guardian of any children under 18 now living in your household?

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)



**ASK ALL:**

**RELIG** What is your present religion, if any? Are you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

**RESPONSE CATEGORIES:**

- 1 Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
- 2 Roman Catholic (Catholic)
- 3 Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
- 4 Orthodox (Greek, Russian, or some other orthodox church)
- 5 Jewish (Judaism)
- 6 Muslim (Islam)
- 7 Buddhist
- 8 Hindu
- 9 Atheist (do not believe in God)
- 10 Agnostic (not sure if there is a God)
- 11 Something else (**VOL -- SPECIFY**)
- 12 Nothing in particular
- 13 Christian (**VOL.**)
- 14 Unitarian (Universalist) (**VOL.**)
- 99 Don't Know/Refused (**VOL.**)

**ASK IF CHRISTIAN (RELIG=1-4, 13 OR CHR=1):**

**BORN** Would you describe yourself as a "born again" or evangelical Christian, or not?

**RESPONSE CATEGORIES:**

- 1 Yes, would
- 2 No, would not
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

**ATTEND** Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

**RESPONSE CATEGORIES:**

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

**INCOME** Last year, that is in 2009, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

**RESPONSE CATEGORIES:**

- 1 Less than \$10,000
- 2 10 to under \$20,000
- 3 20 to under \$30,000
- 4 30 to under \$40,000
- 5 40 to under \$50,000
- 6 50 to under \$75,000
- 7 75 to under \$100,000
- 8 100 to under \$150,000
- 9 \$150,000 or more
- 10 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

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

**RESPONSE CATEGORIES:**

- 1 Yes, registered
- 2 No, not registered
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

**PARTY** In politics TODAY, do you consider yourself a Republican, Democrat or Independent?  
{QID: PARTY}

**RESPONSE CATEGORIES:**

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 No Preference (VOL.)
- 5 Other (VOL.)
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

IDEO In general, would you describe your political views as...

**RESPONSE CATEGORIES:**

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

**ASK ALL:**

EMPLOY Are you now employed full-time, part-time or not employed?

**RESPONSE CATEGORIES:**

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

**END OF INTERVIEW**

INTERVIEWER GENDER:

ISEX

- 1 Male
- 2 Female

INTERVIEWER RACE:

IRACE1 Which of the following describes your race? You can select as many as apply.

- 1 White
- 2 Black or African-American
- 3 Asian or Asian-American
- 4 Or some other race
- 9 **[VOL. DO NOT READ]** Don't know/Refused