

Omnibus Poll

August 6 - 7, 2013



1. Source of news

What is your main source of news?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Newspapers (print or online edition)	12%	14%	11%	7%	15%	11%	15%	15%	12%	9%	13%	8%
Internet only news sources	25%	28%	23%	39%	28%	24%	9%	22%	27%	28%	26%	20%
Cable news channels	27%	23%	30%	20%	20%	28%	43%	27%	25%	28%	26%	30%
Network evening news	18%	14%	22%	10%	17%	23%	22%	26%	15%	14%	20%	10%
Public radio	3%	4%	3%	3%	4%	4%	2%	4%	3%	3%	4%	2%
Talk radio	5%	9%	2%	9%	7%	4%	2%	1%	4%	13%	5%	9%
Other	4%	3%	4%	2%	3%	4%	7%	3%	4%	3%	4%	3%
Not sure	5%	5%	5%	11%	6%	3%	0%	3%	9%	2%	3%	18%
Totals (Unweighted N)	100% (1,000)	100% (462)	100% (538)	100% (157)	100% (302)	100% (379)	100% (162)	100% (332)	100% (426)	100% (242)	100% (891)	100% (109)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Newspapers (print or online edition)	12%	14%	9%	5%	8%	10%	13%	13%	20%	9%	12%	14%	12%
Internet only news sources	25%	29%	15%	18%	15%	19%	31%	32%	33%	22%	32%	23%	26%
Cable news channels	27%	25%	31%	34%	31%	32%	23%	22%	22%	32%	16%	28%	31%
Network evening news	18%	16%	23%	27%	23%	23%	15%	17%	14%	25%	19%	18%	13%
Public radio	3%	4%	1%	2%	—	2%	5%	5%	4%	4%	3%	3%	4%
Talk radio	5%	5%	6%	8%	9%	6%	4%	4%	4%	1%	11%	3%	7%
Other	4%	4%	2%	—	2%	3%	6%	3%	1%	2%	2%	4%	5%
Not sure	5%	4%	12%	6%	11%	5%	4%	3%	1%	4%	5%	8%	2%
Totals (Unweighted N)	100% (1,000)	100% (816)	100% (96)	100% (88)	100% (32)	100% (335)	100% (357)	100% (184)	100% (92)	100% (172)	100% (218)	100% (359)	100% (251)

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2. Source of news you trust most

Which news source do you trust the most?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Newspapers (print or online edition)	10%	9%	10%	10%	10%	9%	10%	14%	9%	5%	10%	10%
Internet only news sources	11%	13%	8%	16%	12%	9%	6%	9%	14%	7%	11%	6%
Cable news channels	17%	14%	19%	10%	15%	18%	23%	17%	13%	23%	18%	11%
Network evening news	12%	8%	16%	7%	13%	13%	16%	20%	8%	9%	12%	11%
Public radio	7%	10%	5%	5%	8%	8%	9%	12%	7%	2%	8%	1%
Talk radio	8%	13%	4%	10%	10%	8%	4%	2%	7%	20%	8%	11%
Other	8%	10%	6%	2%	3%	13%	13%	4%	9%	12%	10%	1%
Not sure	27%	22%	31%	39%	28%	21%	19%	23%	33%	22%	23%	49%
Totals (Unweighted N)	100% (1,000)	100% (462)	100% (538)	100% (157)	100% (302)	100% (379)	100% (162)	100% (332)	100% (426)	100% (242)	100% (891)	100% (109)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Newspapers (print or online edition)	10%	10%	5%	10%	11%	6%	7%	13%	20%	11%	9%	9%	8%
Internet only news sources	11%	11%	13%	7%	5%	8%	15%	15%	4%	11%	7%	13%	10%
Cable news channels	17%	16%	11%	23%	16%	22%	15%	14%	11%	22%	12%	17%	17%
Network evening news	12%	11%	24%	9%	10%	16%	13%	13%	3%	14%	11%	15%	8%
Public radio	7%	9%	4%	2%	5%	3%	6%	13%	19%	6%	11%	6%	8%
Talk radio	8%	8%	8%	10%	14%	7%	8%	7%	8%	4%	15%	6%	9%
Other	8%	10%	5%	1%	9%	8%	10%	3%	12%	6%	13%	6%	9%
Not sure	27%	24%	29%	38%	31%	30%	25%	22%	24%	25%	22%	28%	31%
Totals (Unweighted N)	100% (1,000)	100% (816)	100% (96)	100% (88)	100% (32)	100% (335)	100% (357)	100% (184)	100% (92)	100% (172)	100% (218)	100% (359)	100% (251)

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3. Newspapers in decline

Do you think newspapers are in decline?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Strongly agree	38%	45%	33%	31%	40%	43%	36%	36%	38%	43%	41%	24%
Somewhat agree	44%	41%	46%	45%	39%	40%	56%	45%	41%	47%	44%	42%
Somewhat disagree	5%	3%	6%	3%	5%	6%	4%	7%	3%	4%	5%	2%
Strongly disagree	3%	5%	2%	8%	3%	2%	1%	5%	4%	1%	3%	5%
Not sure	10%	6%	13%	14%	13%	8%	3%	8%	15%	4%	7%	27%
Totals (Unweighted N)	100% (1,000)	100% (462)	100% (538)	100% (157)	100% (302)	100% (379)	100% (162)	100% (332)	100% (426)	100% (242)	100% (891)	100% (109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Strongly agree	38%	40%	36%	32%	23%	37%	38%	50%	50%	28%	37%	40%	46%
Somewhat agree	44%	47%	37%	31%	45%	41%	46%	42%	43%	43%	48%	43%	41%
Somewhat disagree	5%	4%	4%	11%	8%	6%	5%	3%	1%	7%	5%	4%	5%
Strongly disagree	3%	3%	10%	2%	2%	3%	5%	2%	3%	5%	2%	5%	2%
Not sure	10%	6%	14%	24%	23%	13%	6%	4%	4%	18%	7%	10%	6%
Totals (Unweighted N)	100% (1,000)	100% (816)	100% (96)	100% (88)	100% (32)	100% (335)	100% (357)	100% (184)	100% (92)	100% (172)	100% (218)	100% (359)	100% (251)

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4. Declining newspapers a good thing

If newspapers are in a state of decline is that a good thing or a bad thing?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Good thing	16%	21%	11%	21%	13%	15%	13%	11%	17%	20%	16%	12%
Bad thing	46%	45%	47%	34%	45%	50%	56%	56%	44%	37%	48%	37%
Not sure	38%	34%	42%	45%	42%	35%	31%	33%	40%	43%	36%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(462)	(538)	(157)	(302)	(379)	(162)	(332)	(426)	(242)	(891)	(109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Good thing	16%	15%	17%	18%	14%	16%	17%	14%	15%	12%	13%	18%	17%
Bad thing	46%	47%	44%	45%	43%	47%	41%	59%	43%	54%	41%	47%	43%
Not sure	38%	38%	39%	37%	43%	37%	41%	27%	42%	34%	46%	35%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(816)	(96)	(88)	(32)	(335)	(357)	(184)	(92)	(172)	(218)	(359)	(251)