

NORTHWESTERN UNIVERSITY

RESEARCH STUDY



National Family Opinion

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 M - F, 8:00 AM TO 11:00 PM EST
 Sat & Sun, 10:00 AM to 6:00 PM EST
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 HTTP://MYSURVEY.COM/PRIVACY.CFM

55000

1a. Please enter the birthday of the person answering the questionnaire ___/___/___ (for example, 10/04/64).

1b. Please indicate your gender. 1 Male 2 Female

We would like to ask you about newspapers in general (not just the _____) and _____

2. Which papers did you read in an average 7-day week since the beginning of the war in Iraq? **(X ALL That Apply)**

1 <input type="checkbox"/>	4 <input type="checkbox"/> Wall Street Journal
2 <input type="checkbox"/> USA Today	<input type="checkbox"/> Other (Specify): _____
3 <input type="checkbox"/> New York Times	

3. Generally speaking, in an average 7-day week since the beginning of the war in Iraq, which days did you read or look into a newspaper? **(X ALL That Apply)**

1 Monday 2 Tuesday 3 Wednesday 4 Thursday 5 Friday 6 Saturday 7 Sunday

4. On an average **weekday** (Monday-Friday) since the beginning of the war in Iraq, how much time did you spend reading or looking into newspapers? **(X ONE Box Then Estimate Specific Number Of Minutes)**

X ONE Box, then →	<u>Estimate the specific number of minutes</u>
1 <input type="checkbox"/> Do not read the newspaper	
2 <input type="checkbox"/> 1-15 minutes	→ _____
3 <input type="checkbox"/> 16-30 minutes	→ _____
4 <input type="checkbox"/> 31-45 minutes	→ _____
5 <input type="checkbox"/> 46-60 minutes	→ _____
6 <input type="checkbox"/> 61 minutes or more	→ _____

5. On an average **weekend** (Saturday and Sunday) since the beginning of the war in Iraq, how much time did you spend reading or looking into a Sunday/weekend paper? **(X ONE Box)**

1 <input type="checkbox"/> None	4 <input type="checkbox"/> 1 hour to less than 2 hours	6 <input type="checkbox"/> 2 1/2 hours to less than 3 hours
2 <input type="checkbox"/> Less than 1/2 hour	5 <input type="checkbox"/> 2 hours to less than 2 1/2 hours	7 <input type="checkbox"/> 3 hours or more
3 <input type="checkbox"/> 1/2 hour to less than 1 hour		

6. How much of the newspaper did you read or look into on an **average weekday** and an **average weekend** since the beginning of the war in Iraq? **(X ONE Box In EACH Column)**

	<u>Daily Newspaper</u>	<u>Sunday/Weekend Newspaper</u>
None/Almost none.....	1 <input type="checkbox"/>	1 <input type="checkbox"/>
1/4.....	2 <input type="checkbox"/>	2 <input type="checkbox"/>
1/2.....	3 <input type="checkbox"/>	3 <input type="checkbox"/>
3/4.....	4 <input type="checkbox"/>	4 <input type="checkbox"/>
All/Almost all.....	5 <input type="checkbox"/>	5 <input type="checkbox"/>

Now, we would like to ask you specifically about the _____ and the _____ newspapers. The questions are about reading these newspapers. If, however, you do not read them, it will be easy for you to tell us.

7. Since the beginning of the war in Iraq, which days did you read or look into _____ newspaper in an average 7-day week? **(X ALL That Apply)**

1 Monday 2 Tuesday 3 Wednesday 4 Thursday 5 Friday 6 Saturday 7 Sunday

8. How much time did you spend on an average **weekday** (Monday-Friday) since the beginning of the war in Iraq reading or looking into the _____ newspaper? **(X ONE Box Then Estimate Specific Number Of Minutes)**

X ONE Box, then →	<u>Estimate the specific number of minutes</u>
1 <input type="checkbox"/> Do not read the newspaper	
2 <input type="checkbox"/> 1-15 minutes	→ _____
3 <input type="checkbox"/> 16-30 minutes	→ _____
4 <input type="checkbox"/> 31-45 minutes	→ _____
5 <input type="checkbox"/> 46-60 minutes	→ _____
6 <input type="checkbox"/> 61 minutes or more	→ _____

9. How much of the _____ newspaper did you read or look into on an **average weekday** and an **average weekend** since the beginning of the war in Iraq? (X ONE Box In EACH Column)

None/Almost none.....	1	<input type="checkbox"/>	1	<input type="checkbox"/>
1/4.....	2	<input type="checkbox"/>	2	<input type="checkbox"/>
1/2.....	3	<input type="checkbox"/>	3	<input type="checkbox"/>
3/4.....	4	<input type="checkbox"/>	4	<input type="checkbox"/>
All/Almost all.....	5	<input type="checkbox"/>	5	<input type="checkbox"/>

10a. How much time, if any, do you spend reading or looking into any part of the _____ newspaper on an average **weekend** plus any time during the **week** since the beginning of the war in Iraq? (X ONE Box In Column "A")

10b. And, how much of the total time you spend with the _____ is spent looking at advertising inserts? (X ONE Box In Column "B")

	"A" Total Time Looked At/Read	"B" Time Spent Looking At Advertising Supplements
None/Do not read newspaper	1 <input type="checkbox"/>	1 <input type="checkbox"/>
Less than 1/2 hour.....	2 <input type="checkbox"/>	2 <input type="checkbox"/>
1/2 hour to less than 1 hour.....	3 <input type="checkbox"/>	3 <input type="checkbox"/>
1 hour to less than 2 hours.....	4 <input type="checkbox"/>	4 <input type="checkbox"/>
2 hours to less than 2 1/2 hours	5 <input type="checkbox"/>	5 <input type="checkbox"/>
2 1/2 hours to less than 3 hours	6 <input type="checkbox"/>	6 <input type="checkbox"/>
3 hours or more	7 <input type="checkbox"/>	7 <input type="checkbox"/>

11. How do you get, if you do, the _____ newspaper on an **average weekday** and on an **average weekend**? (X ONE Box In EACH Column)

	Daily	Sunday/Weekend
Do not get newspaper	1 <input type="checkbox"/>	1 <input type="checkbox"/>
Delivered to my home	2 <input type="checkbox"/>	2 <input type="checkbox"/>
Delivered to my workplace	3 <input type="checkbox"/>	3 <input type="checkbox"/>
Purchased by me or someone in my household	4 <input type="checkbox"/>	4 <input type="checkbox"/>
At a store, vending machine, or someone selling on the street ..	5 <input type="checkbox"/>	5 <input type="checkbox"/>
Read someone else's.....	6 <input type="checkbox"/>	6 <input type="checkbox"/>

12a. Please rate the _____ newspaper on each of the following kinds of content. To answer, use a 5-point rating scale for which "1" means that it is "**poor or nonexistent**" and "5" means it is "**excellent**". Pick a single number between 1 and 5 to rate **how good a job the newspaper does with each type of content**. If you are unsure, just indicate your expectations. (Write In # In Column "A")

12b. Then please indicate how important each is to you personally by "X"ing one box in the importance section for each type of content. (X ONE Box For EACH In Column "B")

	"A" Content In Paper	"B" Importance To Me		
	1-5 Rating	Little/None	Some	A Lot
In the _____, I can find out about . . .				
1. Arts (e.g., dance, classical music, museums, etc.).....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
2. Automotive	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
3. Business, Economics and Personal Finance	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4. Community Announcements (including weddings, events, etc.)	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
5. Education	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
6. Environment.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
7. Fashion and Beauty	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
8. Food.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
9. Health, Fitness and Medicine	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
10. Home, Garden and Real Estate.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
11. Jobs and Career	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
12. Movies.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
13. Natural Disasters / Accidents.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
14. Obituaries.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
15. Ordinary people	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
16. Parenting and Relationships	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
17. Police / Crime / Courts / Legal	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
18. Politics / Government.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
19. Popular Music	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
20. Religion / Spirituality	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
21. Science / Technology.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
22. Sports.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
23. Television.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
24. Travel	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
25. War / International conflict	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
26. Weather	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>

As you know the U.S. has launched military action in Iraq. Please tell us how you think the is covering the situation in Iraq:

13a. Please rate the _____ newspaper on each of the following kinds of content relating to the situation in Iraq. Use the same 5-point rating scale for which "1" means that it is "poor" and "5" means it is "excellent". Mark "0" if you haven't seen anything about this kind of content in the newspaper. Pick a single number between 1 and 5 to rate how good a job the newspaper does with each type of content. If you are unsure, just indicate your expectations. (Write In # In Column "A")

13b. Then please indicate how important each is to you personally by checking one box in the importance section for each type of content. (X ONE Box For EACH In Column "B")

	"A" Content In Paper 1-5 Rating (0 If Didn't See)	"B" Importance To Me		
		Little/ None	Some	A Lot
In the _____, I can find out about . . .				
1. Accounts of military action in Iraq (e.g., troop movement, attack, defense).....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
2. Analysis and commentary about the war in Iraq.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
3. General information about Iraq and the region (background, history, etc.).....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4. How ordinary people in other countries are reacting to U.S. actions	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
5. How post-war Iraq will be rebuilt and governed.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
6. How the media cover the war	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
7. How the war affects Iraqi civilians.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
8. How the war affects my life and my community	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
9. How the war affects the average person in the United States	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
10. How the war could affect the next U.S. presidential election in 2004.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
11. Information about relief and humanitarian efforts.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
12. Information about the impact of the war on natural resources and the environment.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
13. Information about the impact of the war on the stature of the U.S. in the world and its relations with other countries and the UN (United Nations)	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
14. Information about the impact of the war on U.S. and global economy.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
15. Information about threats to U.S. civilians	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
16. Information and perspectives from other readers (e.g., letters)	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
17. Personal stories about U.S. military men and women and their role in the war.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
18. Photos showing what is happening and who is involved.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
19. Visual information that helps explain what is happening (e.g., maps, graphics, charts)	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
20. What government officials in other countries are doing or saying about the war in Iraq.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
21. What U.S. government officials are doing or saying about the war in Iraq.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>

14a. In addition, we would like to know how you think the _____ is covering the following types of very specific information related to the war in Iraq. Again, we would like you to rate how good a job the does with each type of information on a scale of 1-5. (Write In # In Column "A")

14b. Then tell us how important this information is to you. (X ONE Box For EACH In Column "B")

	"A" Content In Paper 1-5 Rating (0 If Didn't See)	"B" Importance To Me		
		Little/ None	Some	A Lot
In the _____, I can find out about . . .				
1. How I can contribute to a pro- or anti-war effort.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
2. How I can help with relief and humanitarian efforts for victims of war.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
3. How I can support U.S. service people and their families	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4. How to keep myself and my family safe at home	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
5. How to keep safe while traveling	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
6. What to do in case of emergency	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
7. Where I can go (e.g., Internet sites, books, other media) to find more information on subjects related to the war that interest me.....	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
8. Who I can contact to make my opinion heard	_____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>

15. How closely have you been following the news about the situation in Iraq? (X ONE Box)
 1 Very closely 2 Fairly closely 3 Not too closely 4 Not at all closely

16. Please tell us, since the beginning of the war in Iraq, are you...? (X ALL That Apply)
 1 Watching television news more closely than you were before the war
 2 Listening to radio news more closely than you were before the war
 3 Visiting more news Web sites than you were before the war
 4 Reading news magazines more closely than you were before the war
 5 Reading newspapers more closely than you were before the war

17. People use different media in various ways. Think of the past week since the beginning of the war in Iraq, and tell us which media you think best fits the following statements. (X ONE Box For EACH)

	News					
	Newspaper	Television	Radio	Magazines	Internet	None
Is my source for the latest news	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Provides the most complete information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Is the most accurate source of information.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Helps me understand what is going on	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Is the most engaging	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Provides the best expert analysis.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Is my primary source of news.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Has the greatest variety of viewpoints.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Is the best guide to other sources of information ...	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

18. Focusing on newspapers, we would like to know how you experience getting news about the situation in Iraq from newspapers. Please rate the following statements, using a 5-point rating scale where "1" means "strongly disagree" with the statement, "2" means "somewhat disagree", "3" means "neither agree nor disagree", "4" means "somewhat agree" and "5" means "strongly agree". (Write In # For EACH)

Since the beginning of the war in Iraq...

Rating 1-5

1. I can count on my newspaper to cover all sides of the story
2. I expect the newspaper to have a thoughtful editorial and opinion section
3. I read the newspaper more now than I did before.....
4. I read the paper, no matter where else I get the news.....
5. It is easy to find the specific information I am looking for.....
6. Newspaper reporters dig harder than television reporters do to get the news
7. Newspapers are easy to read and understand
8. Newspapers are more depressing than television news about the war.....
9. Newspapers give me a better understanding of what I have seen on television or heard on the radio
10. Newspapers give me a context to better understand current events.....
11. Newspapers give me a local perspective on the war
12. Newspapers give me more in-depth information than I get elsewhere.....
13. Newspapers have too much detail
14. Newspapers often use photos that are too graphic and disturbing.....
15. Newspapers point me to other sources of information about the war.....
16. Newspapers report about opposing viewpoints
17. Newspapers report on what I really care about.....
18. Newspapers use more expert sources than television.....
19. Reading the newspaper lets me control how much information I want to take in and when
20. Reading the newspaper makes me feel proud of my country.....
21. There is nothing in the newspaper I can't get elsewhere.....

19. How interested are you in newspaper stories that present facts only, facts and analysis, or opinion and commentary about the situation in Iraq? (X ONE Box For EACH)

	<u>Very Interested</u>	<u>Fairly Interested</u>	<u>Not Too Interested</u>	<u>Not At All Interested</u>
Facts only.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Facts and analysis.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Opinion and commentary.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

The last part of this survey is for classification purposes only. It helps us compare your answers with those of people like you and it will be used only for research. Again, the information you provide is completely confidential.

20. Do you approve or disapprove of the way George Bush is handling his job as President? (X ONE Box)

1 Approve 2 Disapprove 3 Not sure

21. Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq? (X ONE Box)

1 Right decision 2 Wrong decision 3 Not sure

22. How worried are you that . . . ? (X ONE Box For EACH)

	<u>Great Deal</u>	<u>Fair Amount</u>	<u>Not Much</u>	<u>Not Sure</u>
Many Iraqi civilians might be killed.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Terrorism might strike within the U.S.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
U.S troops will be involved in the Mideast for years to come...	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
U.S. forces might sustain a lot of casualties	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
U.S. reputation might suffer as a result of the war.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Your life will change as a result of the war.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

23. Do you have a family member or close friend who is currently serving in the U.S. armed forces? (X ONE Box)

Yes No Not Sure

1 2 3

24. Did you vote in the 2000 presidential elections in November? (X ONE Box)...

1 2 3

25. Are you leaning toward being a...? (X ONE Box)

1 Democrat 2 Republican 3 Independent 4 Other

26. What was the range of your total household income last year 2002 before taxes? (X ONE Box)

01 Less than \$15,000 05 \$45,000 to \$54,999 08 \$75,000 to \$84,999 11 \$105,000 to \$114,999

02 \$15,000 to \$24,999 06 \$55,000 to \$64,999 09 \$85,000 to \$94,999 12 \$115,000 to \$124,999

03 \$25,000 to \$34,999 07 \$65,000 to \$74,999 10 \$95,000 to \$104,999 13 \$125,000 or more

04 \$35,000 to \$44,999

27. What was the last grade or year of regular school you completed? (X ONE Box)

1 Grade school (8th grade or lower) 5 Some college (1-3 years)

2 Some high school (did not graduate) 6 College graduate (graduated from a 4-year college)

3 High school graduate (12th grade) 7 Some post-graduate (no advanced degree)

4 Special or technical training (not college) 8 Post graduate degree

28. Which of the following best describes your ethnic background? (X ONE Box)

1 White 2 African American 3 Hispanic 4 Asian American 5 Other

Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.