

RADIO PROGRAMMING STUDY
ANNENBERG SCHOOL FOR COMMUNICATION
UNIVERSITY OF PENNSYLVANIA

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SPRING 1996

DIRECTIONS

ANSWER ALL THE QUESTIONS -- IN ORDER.

DON'T GO BACK AND CHANGE YOUR ANSWERS.

PLEASE DON'T CONSULT WITH ANYONE ELSE ABOUT HOW TO ANSWER.

GIVE HONEST ANSWERS ABOUT WHAT YOU THINK.

DON'T TRY TO GIVE ANSWERS THAT YOU THINK WE WANT!

THANKS FOR YOUR HELP

GO AHEAD

Q'AIRE FROM _____

PROGRAMMING GROUP _____

First, we would like to ask you your views on some people in public life. For each name please circle the phrase which best describes your overall opinion of the person -- very favorable, mostly favorable, mostly UNfavorable, or very UNfavorable. If you don't know the person, just circle "Never Heard of".

Bill Clinton

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Howard Stern

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Steve Forbes

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Bob Dole

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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G. Gordon Liddy

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Hillary Rodham Clinton

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Oliver North

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Newt Gingrich

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Rush Limbaugh

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Louis Farrakahn

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Jesse Jackson

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Don Imus

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Mahmoud Abdul-Rauf

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Peter Jennings

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Jack Kevorkian

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Unfavorable	Heard of
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Next, we would like to ask your views on some groups and institutions. For each one named, please circle the phrase which best describes your overall opinion -- very favorable, mostly favorable, mostly UNfavorable, or very UNfavorable. If you are not familiar with it, just circle "Unfamiliar".

The public schools

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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The daily newspaper you are most familiar with

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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The military

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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Muslims

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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The Court System in the U.S.

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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Network TV news

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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Medical Doctors

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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The Nation of Islam

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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The radio station you are most familiar with

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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Public school teachers

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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NAACP

Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Unfavorable	Unfamiliar
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There used to be an FCC (Federal Communications Commission) ruling in the U.S. known as "the fairness doctrine" that required broadcasters give "reasonable opportunity for the discussion of conflicting views on issues of public importance." Under the fairness doctrine radio and television stations had to show that over a reasonable period of time, they had presented a balanced version of controversial public issues. In 1985 the fairness doctrine was repealed so that a television or radio program can now give only one side. Do you think this change is a good idea or a bad idea for our country?

Why do you think so? (Write as much or as little as you wish. Use the back of this page for additional space.)

If someone disagreed with you about whether the change in this law was good or bad, what do you think they would say to convince you that you were wrong?

What would you reply to convince them that you were right?

We are going to list some problems people have identified as important problems facing our country. We'd like your opinion on which are most important and least important. Put a 1 next to the most important problem facing our country. Put a 2 for the next most important and so on down to 10 for the least important problem.

1= Most important; 2=next most important; ... ; 10=least important

_____ Taxes

_____ Affirmative action

_____ Deficit in federal budget

_____ Crime

_____ Unemployment

_____ Race relations & racism

_____ Assisted suicide for the terminally ill

_____ Family values

_____ Dissatisfaction with government

_____ Education

Now some questions about where you get news about what is happening in your local area, your state, the nation, and around the world.

Where do you usually get MOST of your news and information about national politics, public affairs, and government? (Check one)

- ☐ 1. Television
- ☐ 2. Radio
- ☐ 3. Newspapers
- ☐ 4. News magazines (like Time and Newsweek)
- ☐ 5. Family
- ☐ 6. Friends or co-workers
- ☐ 7. Someplace else. Where? _____

In a typical week, on how many days, if any, do you read a daily newspaper?
Circle the number of days:

None 1 2 3 4 5 6 7

How much attention do you usually pay to news about politics, public affairs, and government in the newspaper?

- ☐ 1. A great deal
- ☐ 2. Quite a lot
- ☐ 3. Some
- ☐ 4. Not much at all

- ☐ 5. Usually don't read a newspaper

Last month how often did you read a weekly news magazine such as Time, Newsweek, U.S. News or some other news magazine?

- ☐ 1. Every week
- ☐ 2. Two or three times
- ☐ 3. Once
- ☐ 4. Not at all

On a typical weekday, about how many hours do you personally watch television?

- ☐ 1. One hour or less
- ☐ 2. Two hours
- ☐ 3. Three hours
- ☐ 4. Four hours
- ☐ 5. Five to nine hours
- ☐ 6. Ten hours or more

In a typical week, on how many days, if any, do you watch national network TV news on ABC, CBS, NBC, PBS, or CNN? Circle the number of days:

None 1 2 3 4 5 6 7

How often do you watch TV news magazines such as 60 Minutes, Dateline, or 20/20?

- ☐ 1. Regularly
- ☐ 2. Sometimes
- ☐ 3. Hardly ever
- ☐ 4. Never

How often do you watch C-Span?

- ☐ 1. Regularly
- ☐ 2. Sometimes
- ☐ 3. Hardly ever
- ☐ 4. Never

How often do you watch TV shows such as Hard Copy, Inside Edition, or A Current Affair?

- ☐ 1. Regularly
- ☐ 2. Sometimes
- ☐ 3. Hardly ever
- ☐ 4. Never

How often do you watch The News Hour on PBS with Jim Lehrer?

- ☐ 1. Regularly
- ☐ 2. Sometimes
- ☐ 3. Hardly ever
- ☐ 4. Never

How much attention do you usually pay to news about politics, public affairs, and government on national network TV news?

- ☐ 1. A great deal
- ☐ 2. Quite a lot
- ☐ 3. Some
- ☐ 4. Not much at all
- ☐ 5. Usually don't watch national network TV news

In a typical week, on how many days, if any, do you watch LOCAL TV news? Circle the number of days:

None 1 2 3 4 5 6 7

How much attention do you usually pay to news about politics, public affairs, and government on LOCAL TV news?

___ 1. A great deal

___ 2. Quite a lot

___ 3. Some

___ 4. Not much at all

___ 5. Usually don't watch local TV news

On a typical day, about how many hours do you personally listen to the radio?

___ 1. None

___ 2. One hour or less

___ 3. Two hours

___ 4. Three hours

___ 5. Four hours

___ 6. Five to nine hours

___ 7. Ten hours or more

Which radio stations, if any, do you typically listen to? List the names or call letters or frequency. You can list up to three:

___ Usually don't listen to the radio

Which local or national radio personalities, if any, do you listen to regularly? List their names as best you can remember them. You can list up to three names.

___ Usually don't listen to the radio

Which of the following TYPES of radio programming, if any, do you listen to regularly? Check all those you listen to regularly.

Music? ☐ Yes ☐ No

(If Yes) About how many hours on a typical day? (Circle one)

less than 1 hour 1-2 2-3 3-4 more than 4 hours

News, traffic, and weather?

☐ Yes ☐ No

(If Yes) About how many hours on a typical day? (Circle one)

less than 1 hour 1-2 2-3 3-4 more than 4 hours

News and discussion (where hosts interview guests about current issues)

☐ Yes ☐ No

(If Yes) About how many hours on a typical day? (Circle one)

less than 1 hour 1-2 2-3 3-4 more than 4 hours

Talk radio (where listeners call in to discuss sports, health, religious matters, personal life, politics and public affairs).

☐ Yes ☐ No

(If Yes) About how many hours on a typical day? (Circle one)

less than 1 hour 1-2 2-3 3-4 more than 4 hours

(If Yes) What talk radio topic do you listen to MOST?

☐ Sports

☐ Health

☐ Religious matters

☐ Personal life

☐ Politics & public affairs

☐ Other. What? _____

How often, if ever, do you talk to friends, family, or co-workers about things you hear on the radio?

☐ 1. Never

☐ 2. Regularly

☐ 3. Sometimes

☐ 4. Hardly ever

If you have ever talked to friends, family, or co-workers about things you hear on the radio, what topics have you talked about MOST?

- ☐ 1. Music
- ☐ 2. Products and ads
- ☐ 3. Weather
- ☐ 4. Traffic
- ☐ 5. News stories
- ☐ 6. Ideas from call-in and interview shows

Have you ever encouraged anyone else to listen to a radio program?

- ☐ 1. No, never
- ☐ 2. Yes

(If yes) Which programs have you encouraged others to listen to? (List up to two)

How much attention do you usually pay to news and discussion about politics, public affairs, and government on radio?

- ☐ 1. A great deal
- ☐ 2. Quite a lot
- ☐ 3. Some
- ☐ 4. Not much at all
- ☐ 5. Usually don't listen to radio for news and discussion

We'd like to ask your opinion of some different places where people get news. For each one listed below please indicate how fair and balanced it is. Use any number between 1 and 7, with one being LEAST fair and balanced and 7 being MOST fair and balanced. If you are not familiar with it, just circle "Unfamiliar".

The news and editorial sections of your newspaper

Fair and

Balanced? Least: 1-----2-----3-----4-----5-----6-----7: Most Unfamiliar

Political talk radio

Fair and

Balanced? Least: 1-----2-----3-----4-----5-----6-----7: Most Unfamiliar

Programs on National Public Radio, such as All Things Considered

Fair and

Balanced? Least: 1-----2-----3-----4-----5-----6-----7: Most Unfamiliar

The National TV evening news programs on NBC, ABC, CBS, & CNN

Fair and

Balanced? Least: 1-----2-----3-----4-----5-----6-----7: Most Unfamiliar

C-Span

Fair and

Balanced? Least: 1-----2-----3-----4-----5-----6-----7: Most Unfamiliar

Now, we would like to ask you about some radio personalities who have shows that air around the country. If you have never heard of them just say so.

Ray Suarez

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Rush Limbaugh

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Howard Stern

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

G. Gordon Liddy

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Oliver North

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Tom and Ray Magliozzi, also known as Click and Clack

- ☐ Never heard of them
- ☐ Have heard of them. Last month, how many times did you listen to them? (Circle)
- 4 3 2 1 none

Tom Leykis

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Bob Grant

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Dom Imus

- ☐ Never heard of him
- ☐ Have heard of him. How many days per week do you typically listen to him? (Circle)
- 3 or more/week twice/week once/week less than once/week never

Do you use a computer at your workplace, at school or at home at least occasionally?

- ☐ 1. Yes
☐ 2. No

Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

- ☐ 1. I don't use a computer at all
☐ 2. I use a computer but not for these things
☐ 3. Yes, I use a computer for these things

(If yes) Do you ever try to get information on current events, public issues, or politics online? (Check one)

- ☐ every day
☐ 3-5 times per week
☐ 1-2 days per week
☐ once every few weeks
☐ never

Some people seem to follow what's going on in politics, government, and public affairs most of the time whether there's an election going on or not. Others aren't that interested. Would you say that you follow what's going on in politics, government, and public affairs most of the time, some of the time, only now and then, or hardly at all?

- ☐ 1. Most of the time
☐ 2. Some of the time
☐ 3. Only now and then
☐ 4. Hardly at all

We are going to list some events that have been in the news in the past year. For each one circle the phrase that best describes how closely you have been following the issue.

The debate about the minimum wage

Very Closely	Somewhat Closely	Not Very Closely	Not Closely At All
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The Republican Presidential primaries

Very Closely	Somewhat Closely	Not Very Closely	Not Closely At All
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The debate in Washington about Medicare

Very Closely	Somewhat Closely	Not Very Closely	Not Closely At All
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The debate about balancing the federal budget

Very Closely	Somewhat Closely	Not Very Closely	Not Closely At All
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We'd like your opinion about some programs and proposals being discussed. Please indicate if you strongly favor, mostly favor, mostly oppose, or strongly oppose each one. Circle the phrase closest to your opinion.

Changing the federal income tax system to a "flat tax" where everyone pays the same tax rate regardless of their income.

Strongly Favor	Mostly Favor	Mostly Oppose	Strongly Oppose
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Offering educational "vouchers" or governmental financial aid to help parents pay the costs of sending a child to a church-run or other private school.

Strongly Favor	Mostly Favor	Mostly Oppose	Strongly Oppose
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Eliminating affirmative action preferences for women and minorities in job hiring and promotions.

Strongly Favor	Mostly Favor	Mostly Oppose	Strongly Oppose
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Allowing doctors to assist terminally ill patients to commit suicide.

Strongly Favor	Mostly Favor	Mostly Oppose	Strongly Oppose
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Next we'll list some statements about various things. Please indicate if you strongly agree, mostly agree, mostly disagree, or strongly disagree with each one. Circle the phrase closest to your opinion.

People like me don't have any real say about what the government does.

Strongly		Mostly	Mostly	Strongly
Agree	Agree	Disagree	Disagree	Disagree

Politicians won't talk honestly about the hard issues, such as taxes and the cost of government, because that would lose them support.

Strongly		Mostly	Mostly	Strongly
Agree	Agree	Disagree	Disagree	Disagree

There aren't any important differences between Democrats and Republicans in what they stand for these days.

Strongly		Mostly	Mostly	Strongly
Agree	Agree	Disagree	Disagree	Disagree

Regardless of whose in power, money buys the votes that determine the laws that are passed.

Strongly		Mostly	Mostly	Strongly
Agree	Agree	Disagree	Disagree	Disagree

How much of the time do you think you can trust the government in Washington to do what is right?

- ☐ 1. Just about always
- ☐ 2. Most of the time
- ☐ 3. Some of the time
- ☐ 4. None of the time

Do you think that almost all, quite a few, not many or hardly any of the people running the government are a little crooked?

- ☐ 1. almost all
- ☐ 2. quite a few
- ☐ 3. not many
- ☐ 4. hardly any

Do you think that people in government waste most of the money we pay in taxes, waste a lot of it, waste some of it, or don't waste very much of it?

- ☐ 1. most
- ☐ 2. a lot
- ☐ 3. some
- ☐ 4. not very much

Here are pairs of statements on different issues. Choose the one closer to your own opinion.

Which is closer to your opinion? (Circle a or b)

(a) The position of Blacks in American society has improved in recent years.

OR

(b) There hasn't been much real progress for Blacks in recent years.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Elections are a good way to get government officials to pay attention to what the people think?

OR

(b) Having elections makes the people believe that government officials are paying attention to what they think.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Only God should make life and death decisions.

OR

(b) A person should be able to make decisions about his or her own life and death.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Public school education won't improve until there's more discipline in the classroom

OR

(b) Public school education won't improve until there's more money spent on education.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) The government is pretty much run by special interests looking out for themselves.

OR

(b) The government is pretty much run to benefit all the people.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Blacks need help from the government, because they still don't have the same opportunities as everyone else to get ahead.

OR

(b) Blacks should help themselves, with no more government help than other groups get.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

The major news media -- national television news and daily newspapers --

(a) mostly help society solve its problems.

OR

(b) mostly get in the way of society solving its problems.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Racial discrimination is the main reason why many Black people can't get ahead these days.

OR

(b) Blacks who can't get ahead in this country are mostly responsible for their own condition.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Most of the time, other people can be trusted

OR

(b) Most of the time, you can't be too careful in dealing with other people.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Which is closer to your opinion? (Circle a or b)

(a) Most of the time other people try to be helpful.

OR

(b) Most of the time other people are just looking out for themselves.

Do you feel strongly about that or not?

___ Strongly

___ Not strongly

Finally, we need to ask you some questions for statistical purposes only.

How often would you say you vote?

___ 1. Always

___ 2. Nearly always

___ 3. Part of the time

___ 4. Seldom

___ 5. Never

Do you have any children who are currently attending school in any grade from kindergarten to high school?

___ 1. Yes

___ 2. No

Are you now married, LIVING as married, widowed, divorced, separated, or have you never been married? (Check one)

___ 1. married

___ 2. LIVING as married

___ 3. widowed

___ 4. divorced

___ 5. separated

___ 6. never been married

In general would you describe your political views as very liberal, liberal, moderate, conservative, or very conservative?

- ☐ 1. very liberal
- ☐ 2. liberal
- ☐ 3. moderate
- ☐ 4. conservative
- ☐ 5. very conservative

What is your religion? (check one)

- ☐ 1. Roman Catholic
- ☐ 2. Jewish
- ☐ 3. Mormon (Church of Jesus Christ of the Latter Day Saints)
- ☐ 4. Orthodox Church (Greek, Russian, and so on)
- ☐ 5. Muslim or Islam
- ☐ 6. Protestant (including Episcopalian, Christian, Jehovah's Witness, Methodist, Lutheran, Baptist, Presbyterian, and so on)

IF Protestant, would you describe yourself as a born-again or evangelical Christian or not?

Yes No

- ☐ 7. Other religion

Last year, in 1995, what was your total family income from all sources, BEFORE taxes? (Check one)

- ☐ 1. Less than \$10,000
- ☐ 2. \$10,000 to \$20,000
- ☐ 3. \$20,000 to \$30,000
- ☐ 4. \$30,000 to \$50,000
- ☐ 5. \$50,000 to \$75,000
- ☐ 6. \$75,000 to \$100,000
- ☐ 7. \$100,000 or more

THANK YOU FOR RESPONDING TO THIS SURVEY. PLEASE PUT IT IN THE STAMPED, ADDRESSED ENVELOPE AND MAIL IT RIGHT AWAY.