

SNAPSHOT OF AMERICA: WHERE DO WE GET OUR NEWS?

News Consumers

Traditionalists

45%

- Older, less educated, and less affluent
- Heavy reliance on television news
- Most have computer, but few get news online
- Understand news better by seeing pictures
- Strong interest in weather, little interest in science or technology

Integrators

23%

- Middle aged, well educated, and affluent
- Television is their main source of news, but they also get news online on a typical day
- Spend the most time with the news on a typical day
- Greater interest in political news and sports

Net-Newsers

13%

- Relatively young, well educated, and affluent
- Regularly read political blogs and watch television news
- Web news use soars during the day
- Frequent online news viewers
- Strong interest in technology news

Disengaged

18%

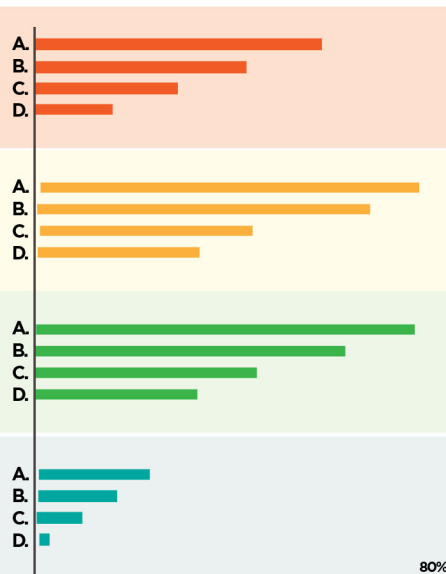
- Less educated and less affluent
- Do not follow the news closely on a daily basis
- More likely to follow weather and local news

Online News Use



1. Watch news online
2. Listen to news online
3. Read news blogs
4. Get news emails
5. Send news emails
6. Have RSS feed with news

Knowledge of Current Events



- A. House Majority Party
- B. Name of Secretary of State
- C. Name of British PM
- D. All Three

BEHIND THE NUMBERS

The Pew Research Center derived these categories of news consumers from their surveys. Given the descriptions of each, where do you fit? In what ways does where one gets one's news affect one's knowledge of political leaders?