

NOVEMBER 2010

■ **TELEVISION LOSES GROUND AS THE TOP SOURCE OF POLITICAL NEWS.**

A plurality of Californians (37%) still get most of their political news from television, but the percentage saying they get most of their information from television has dropped 10 points since 2007 (from 47%). Internet use has increased 7 points (from 17% to 24%); there has been no change in the percentage of Californians who rely on newspapers (15%) and radio news (10%).

■ **MORE THAN HALF OF THOSE WHO RELY ON TV WATCH CABLE NEWS.**

Among those who watch television news, a little more than half (53%) report watching mostly cable stations, a 10-point increase since 2007. Across all parties, regions, and demographic groups, pluralities report watching mostly cable news. By contrast, viewership of network television has held steady (25% 2007, 23% today), and the share of Californians watching local television has declined 7 points (29% to 22%).

■ **THE INTERNET CONTINUES TO GAIN ON TV AS A PRIMARY NEWS SOURCE.**

The share of Californians who use the Internet to find out what's going on in politics today has increased from 6% in 2000, to 17% in 2007, to 24% today. The Internet is overtaking television as a news source for younger adults (34% Internet, 29% television), upper-income residents (31% Internet, 25% television), independents (31% Internet, 29% television), college graduates (28% Internet, 26% television), and residents in the San Francisco Bay Area (29% Internet, 30% television).

■ **AS MORE CALIFORNIANS GO ONLINE TO READ NEWSPAPERS...**

While the percentage who report newspapers as their top information source has declined since 2000 (31% 2000, 15% 2007, 15% today), nearly half (47%) of those who go online for news report mostly accessing websites of newspapers, while 50% visit other types of websites. In 2007, 43% of those who mostly get their news online went to newspaper sites, compared to 55% who went to other sites.

■ **... READERSHIP OF PRINT NEWSPAPERS CONTINUES TO DECLINE.**

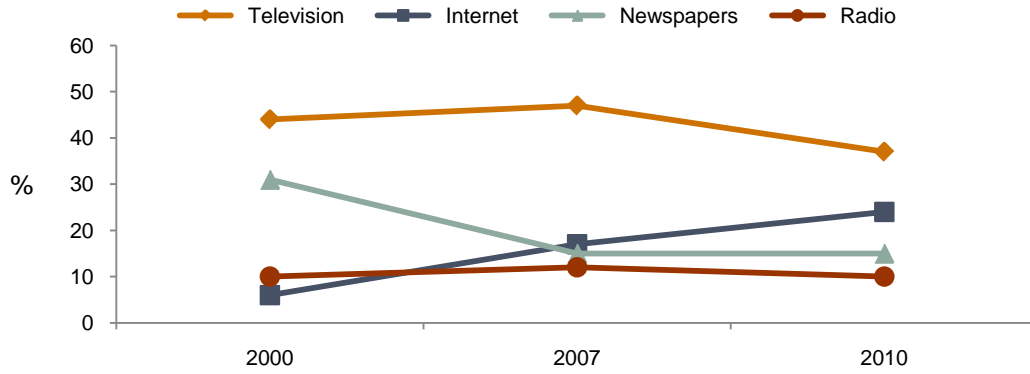
Among those who report getting most of their information about politics from the newspaper, online readership is up 11 points since 2007 (from 13% to 24%), while readership of the print version is down 14 points (from 87% to 73%).

■ **CALIFORNIANS INCREASINGLY GO ONLINE FOR NEWS ABOUT STATE POLITICS AND ELECTIONS.**

Nearly six in 10 Californians report going online for coverage of California politics and elections often (22%, up 7 points since 2007) or sometimes (37%, up 9 points). Whites (65%) and men (65%) are much more likely to go online for news than Latinos (48%) and women (53%). Online consumption of news about California politics and elections decreases as age rises and increases sharply with education and income.

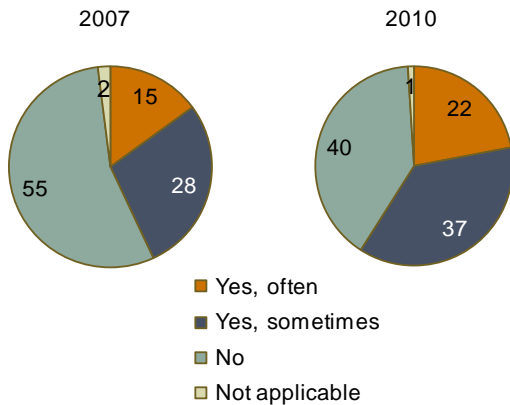


**Where do you get most of your information about what's going on in politics today—from television, newspapers, radio, the Internet, magazines, or talking to other people?**

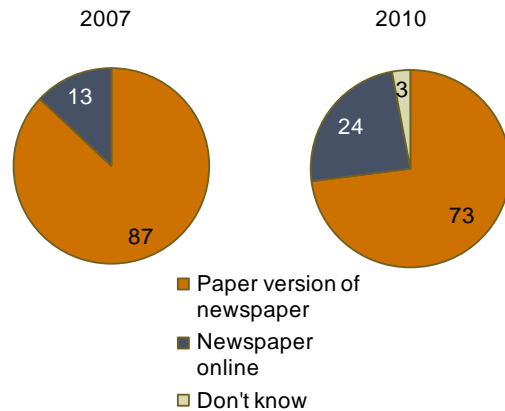


	Television		Internet		Newspaper		Radio		
	2007	2010	2007	2010	2007	2010	2007	2010	
<b>All adults</b>	47%	37%	17%	24%	15%	15%	12%	10%	
<b>Party</b>	<b>Democrats</b>	49	34	15	25	20	19	10	7
	<b>Republicans</b>	37	37	18	24	19	16	17	13
	<b>Independents</b>	37	29	27	31	13	13	13	14
<b>Race/Ethnicity</b>	<b>Latinos</b>	68	51	9	17	8	12	8	6
	<b>Whites</b>	37	32	20	25	20	18	15	13
<b>Household income</b>	<b>Under \$40,000</b>	64	48	8	19	11	12	7	8
	<b>\$40,000 to under \$80,000</b>	43	35	17	23	20	19	13	11
	<b>\$80,000 or more</b>	31	25	27	31	19	17	16	13
<b>Age</b>	<b>18 to 34</b>	56	29	19	34	9	12	8	9
	<b>35 to 54</b>	42	39	20	24	16	12	13	13
	<b>55 and older</b>	45	44	9	13	22	22	14	8

**Do you ever go online to get news and information on California politics and elections? (if yes: Do you do this often or only sometimes?)**



**Do you mostly read the paper version of the newspaper, or do you mostly read the newspaper online? (Asked of those who get most of their information about politics today from newspapers)**



**Source:** PPIC Statewide Survey, October 2010, including 2,002 adults. Margin of error is  $\pm 3.1\%$ .

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