

May 19, 2008

*For more information:*

Shirley Brice  
704-541-0892 [sbrice@cjni.com](mailto:sbrice@cjni.com)

John Altenbern, President  
319.447.4991 · cell: 319.431.4500  
[jaltenbern@cjni.com](mailto:jaltenbern@cjni.com)

**FOR IMMEDIATE RELEASE**

Main CJ&N Phone: 515.875.4888

## Americans Tired of Campaign Coverage? Not Even Close!

Television news by far the preferred source.

If you think the presidential campaign is wearing thin on Americans, think again. The thirst for information about the 2008 presidential election remains strong according to a new national online study from Crawford Johnson & Northcott Inc. (CJ&N). According to the study, 87% of respondents said they were either actively seeking information about the presidential election or paying attention to it.

“We’ve heard a lot about campaign coverage fatigue, but clearly that’s not the case,” said John Altenbern, CJ&N President. “We suspect there’s more fatigue in newsrooms than among the general public.”

Virtually everyone is paying attention to the election -- men and women, young and old, regardless of ethnic background. Then there are those who are slightly more likely to be actively seeking information, such as African Americans and Hispanics.

Furthermore, the places thought to be the new go-to sources for campaign information – Internet Service Provider (ISP) news sites, political websites, social networking sites, entertainment programs, etc. – are not the ones Americans are turning to. Instead, they’re relying on traditional media, especially television news. The top three sources among respondents who are at least paying attention to the election are national network television news (ABC, NBC, CBS), local television news, and cable television news (CNN, MSNBC, Fox News).

- more -

“Rumors of the death of traditional television news have been greatly exaggerated. And it’s not just older people – young adults are relying on television news too,” said Altenbern.

Across age groups television news is at the top of the list as a source of information – even among 18 to 29-year-olds. Young adults do, however, rely equally as much on friends and family as a source of information and are more likely to turn to multiple sources.

“It’s no surprise that young adults are using more sources, like YouTube and ISP news pages, but what is surprising is how much they rely on television news for information,” said Mary Beth Marks, vice president of research for CJ&N. “They don’t watch as often as older demographics, but they’re watching and relying on it heavily.” Marks notes that finding is even more surprising because the survey itself was conducted online – and unlike a lot of other media research, respondents were not pre-screened for being television news viewers.

Another significant finding is that people are relying on *local* television news just as much as national and cable news as a source of presidential election information.

“I think the tendency in local television is to think that the national news has it covered, so it’s not that important in a local newscast,” said Altenbern. “But clearly it plays a major role for a lot of people, so if you aren’t giving the campaign some attention in your newscast, you’re missing the boat.”

Local news seems to play a greater role in how African Americans and Hispanics are following the campaign than white respondents. Also, Democrats say they rely on local news to a greater extent than Republicans or Independents.

As you might expect, more 45 - 54-year-olds say local news plays a major role for them. However, the remaining age groups aren’t far behind and local news plays about the same role for each including, surprisingly, 18 – 29-year-olds.

“This study is a myth buster of sorts,” said Altenbern. “You thought people were tired of the election? They’re not. You thought traditional media was obsolete? It’s not. You thought young people didn’t depend on television news? Well, they do.”

The study is based on a sample of 800 people living in the United States. All respondents, age 18 to 65, participated via a web-based survey. The study was fielded in late April.

More information on findings from this study is available by contacting Crawford, Johnson & Northcott.

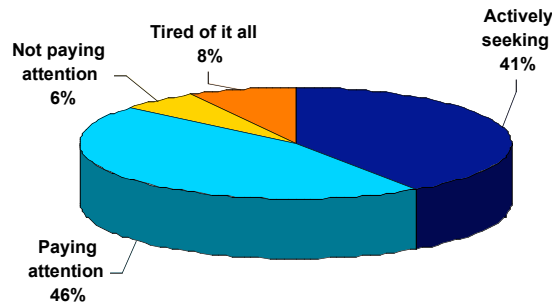
Crawford Johnson & Northcott Inc. is a market research and consultation firm, specializing in local television and media strategy. The company is headquartered in Des Moines, Iowa. Clients include Meredith Broadcasting, CBS Television Stations, ABC Owned Television Stations, and Sinclair Broadcast Group to name a few. For more information about CJ&N log onto [www.cjni.com](http://www.cjni.com) or contact CJ&N at 515-875-4888.

###

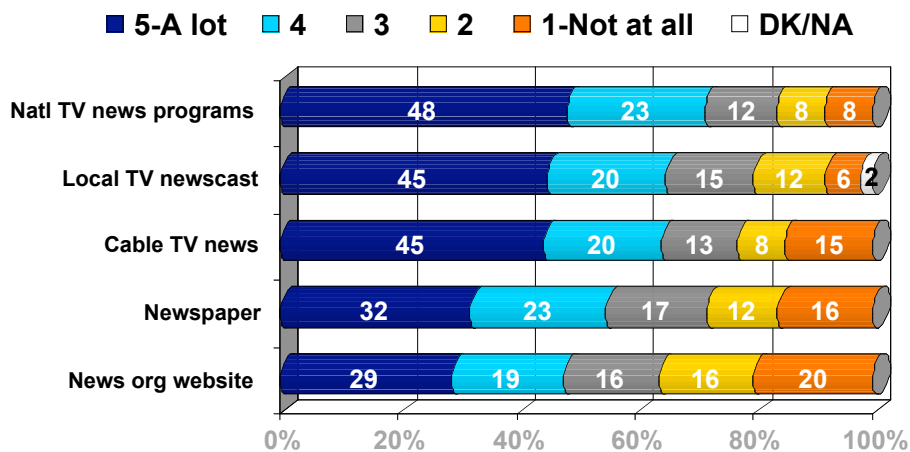
## CJ&N 2008 Presidential Election Online Survey

### Selected Findings

- Of the 800 respondents, 41% said they are “actively seeking information about the 2008 presidential election;” 46% said they’re “paying attention;” 6% said they’re “not paying attention” and 8% said they are “tired of it all.”



- 51% of African Americans and 47% of Hispanics say they’re actively seeking information on the 2008 presidential election versus 38% of whites.
- Those lacking interest may start paying attention as the election draws near – but more than half are not firm in their commitment to do so. Of those “not paying attention” or “tired of it all,” 28% say they’re very likely to start paying attention a week or two before the election; 34% say they’re somewhat likely, and 38% say they’re not at all likely to start paying attention.
- Reliance on sources of information – based on those who are at least paying attention to the presidential campaign (N=691). Based on a scale of one to five where 5 is relying on a source “a lot” and 1 is “not at all.”



<b><u>Complete list of sources</u></b>	<b><u>% who scored it a 4 or 5</u></b>
National TV news	71%
Local TV news	65%
Cable TV news	65%
Newspaper	55%
News org. websites	48%
Family/friends	47%
Internet SP news pages	39%
TV commentators	31%
Political websites	28%
Magazines	29%
Local TV websites	26%
Cable shows	22%
Talk radio	21%
Late night TV	20%
NPR	19%
Candidate websites	18%
Candidate direct mail	17%
Candidate email	15%
YouTube Videos	11%
Social networking sites	10%
News source text messaging	9%

— The top sources of information for **18 – 29-year-olds** are:

<b><u>Source</u></b>	<b><u>% who scored it a 4 or 5</u></b>
National TV news	64%
Family/friends	63%
Cable TV news	59%
Local TV news	52%
News org. websites	49%
Internet Service Provider (ISP) news pages	47%

— Local television news has a role to play for these respondents in following this year's Presidential Election. Four in ten say it plays a major role in how they are following the campaign and election.

— Local television news seems to play a greater role among African-Americans and Hispanics than among Caucasian respondents – 51% of African Americans, 55% of Hispanics and 38% of whites said it plays a major role in how they are following the campaign and election.

— 58% of Democrats say local news plays a major role compared to 38% of Republicans and 32% of Independents.