

**Television Remains Main Campaign News Source:** So far in this campaign season, 69% of Americans said they have received most of their 2012 campaign-related news from television, according to an annual Pew Research Center [survey](#). By comparison, 34% said the internet was their main source, 22% said print newspapers, and 16% said they have relied on magazines.

### Television Remains Main Campaign News Source

<i>Top sources for campaign news</i>	<b>Feb 1992</b>	<b>Feb 1996</b>	<b>Jan 2000</b>	<b>Jan 2004</b>	<b>Dec 2007</b>	<b>Jan 2012</b>
	%	%	%	%	%	%
Television	78	75	86	78	72	69
Internet	--	2	7	13	26	34
Newspaper	47	49	36	38	30	22
Radio	17	18	14	15	13	16
Magazines	4	4	3	2	4	3
Other (Vol.)	3	1	3	2	3	3
Don't know	1	1	1	2	2	4

PEW RESEARCH CENTER Jan. 4-8, 2012. Q35. Figures are based on first and second mentions and adjusted to standardize variation in the number of mentions in different years.

More Americans (34% in the Pew study) are turning to the internet for their campaign news this election cycle than in previous campaigns. In 1996 (the first election where the internet was available) only 2% of Americans said the internet was their main source of information. In 2000, only 7% said it was. This number nearly doubled in 2004 to 13%, and then doubled again in 2008 to 26%.

If this keeps up, the internet could become the leading source for campaign news by 2016, if not by the end of this election. It is already closing in on television with Americans ages 18-29 years, as 54% of them said they now rely on internet compared to 64% who primarily use television.

The winning campaigns and leading media outlets will be those that adapt to this dramatic change in how voters receive, collect, and use information.

### For Young People, Internet Rivals TV as Campaign News Source

<i>Top sources for campaign news</i>	<b>18-29</b>	<b>30-49</b>	<b>50-64</b>	<b>65+</b>
	%	%	%	%
Television	64	68	83	86
Internet	54	43	28	14
Newspaper	14	17	27	41
Radio	17	20	18	12
Magazines	*	4	2	5
Other	7	2	2	2
Don't know	6	5	2	1
N	235	427	471	335

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