



TV is still the place voters go for news *But the Internet is coming on strong*

Television is still by far the number one place voters rely on to get most of their news, according to responses in our September Michigan Poll. Fifty percent (50%) of Michigan voters said they get most of their news from television. But for the first time in our polling, the Internet is now relied upon by the same percentage as printed newspapers at seventeen percent (17%) each. Radio is the news outlet of choice for 12% of the electorate, followed by magazines at 1%.

Television dominates almost every demographic group and geographic area of the state. Newspapers are still the solid second choice for seniors and those living in the city of Detroit and in northern areas of the state. The strength of the Internet clearly comes from its preference by younger voters. Forty-two percent (42%) of voters under 35 years of age rely on the Internet for most of their news while thirty-five percent (35%) of young voters named television as their preferred news source.

Probably one of the most telling statistics was that not a single person between the ages of 18-34 named printed newspapers as their source for the most of the news. Does this mean that they read news stories only online? Probably not, but it doesn't bode well for paper carriers' job security.

While the use of the Internet was credited with playing a major role in the Obama campaign last year, our poll shows that Republicans actually rely on it more (18%) than Democrats (13%) for most of their news. Oakland County had the highest reliance on the Internet (28%) while the city of Detroit (8%) had the lowest Internet reliance of any geographic area. Only 3% of Black voters named the Internet as their number one choice for news.

Media	Media Markets							Party ID			Age		
	All	F/S/BC	Det Met	GR	Lan	TC	UP	Dem	Ind	Gop	18-34	35-54	55+
TV	50%	61%	49%	53%	43%	49%	40%	55%	50%	49%	35%	45%	54%
Radio	12%	7%	14%	11%	17%	9%	8%	11%	8%	18%	24%	16%	10%
Newspapers	17%	10%	15%	18%	23%	22%	29%	18%	21%	10%	0%	12%	20%
Internet	17%	21%	17%	14%	13%	17%	14%	13%	19%	18%	42%	24%	11%
Magazines	1%	1%	1%	2%	0%	0%	8%	1%	2%	2%	0%	0%	2%
DK/other	3%	0%	4%	1%	4%	2%	0%	1%	1%	2%	0%	1%	3%