

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**THE PEW INTERNET & AMERICAN LIFE PROJECT**  
**THE GEORGE WASHINGTON UNIVERSITY INSTITUTE**  
**FOR POLITICS, DEMOCRACY, AND THE INTERNET**  
**NOVEMBER 2002 CAMPAIGN AND INTERNET**  
**FINAL TOPLINE**  
**October 30- November 24, 2002**  
**N=2,745**

**Q2** Now I have a few questions about whether you spent any time reading or watching the news yesterday. Just thinking about **yesterday**, did you get a chance to read a daily newspaper, or not?

	Yes	No	Don't Know/ Refused	
Total	39	61	*	(N=2745)
April 2002 <sup>1</sup>	41	59	*	
April 2000	46	54	*	
April 1998	47	52	1	
April 1996	50	50	*	
June 1995	52	48	*	
Internet User	39	61	*	(N=1707)
April 2002	43	57	*	
April 2000	46	54	*	
April 1998	48	51	1	
April 1996	48	51	1	
June 1995	63	37	*	
Election News Consumer*	56	44	*	(N=388)

\* Election News Consumer – Based on those who go online to get news about the 2002 elections (POL04 1-5). [N=388]

<sup>1</sup> April 2002 through April 1996 trends are based on Pew Research Center Biennial Media Consumption Surveys. The question was worded: “Now, on another subject... Did you get a chance to read a daily newspaper yesterday, or not?” June 1995 trend is based on the 1995 Times Mirror Center Technology Study.

**Q3** Did you watch the news or a news program on television yesterday, or not?

	Yes, Watched TV News Yesterday	No, Did Not Watch TV News Yesterday	Don't Know /Refused	
Total	61	39	*	(N=2745)
April 2002 <sup>2</sup>	55	45	*	
April 2000	55	44	1	
April 1998	60	39	1	
April 1996	59	40	1	
June 1995	64	35	1	
Internet User	61	39	*	(N=1707)
April 2002	54	46	*	
April 2000	53	47	*	
April 1998	58	41	1	
April 1996	54	46	*	
June 1995	63	37	*	
Election News Consumer	70	30	*	(N=388)

**POL01** Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs (INSERT)?

Total	Internet User	Non-Internet User	Election News Consumer		Total Nov 1998 <sup>3</sup>	Internet User Nov 1998	Election News Consumer Nov 1998
49	51	46	75	Most of the time	46	51	72
27	29	24	20	Some of the time	27	29	20
14	14	15	4	Only now and then	14	12	6
9	7	13	1	Hardly at all	13	8	2
1	*	2	*	Don't know/Refused	*	*	*
(N=2745)	(N=1707)	(N=1038)	(N=388)				

<sup>2</sup> April 2002 through April 1996 trends based on Pew Research Center Biennial Media Consumption Surveys. The question was worded: "Did you watch the news or a news program on television yesterday, or not?"

<sup>3</sup> November 1998 trends based on the Pew Research Center 1998 Technology Survey. N=2000 adults 18 years or older; N=1993 Internet user oversample; N=315 election news consumers. Interview dates: October 26-December 1, 1998.

**Q6** Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	Goes Online	Does Not Go Online	Don't Know /Refused
Current	61	39	0
Oct 2002	59	41	0
Sept 2002	61	39	0
July 2002	59	41	0
March/May 2002	58	42	0
Jan 2002	61	39	0
Dec. 17-23, 2001	58	42	0
Nov. 19-Dec. 16 2001	58	42	0
Oct 2001	55	45	0
Sept 20-Oct 1 2001	51	49	0
Sept 12-19 2001	55	45	0
Aug 2001	59	41	0
Feb 2001	53	47	*
Nov 2000	53	47	0
July/Aug 2000	50	50	*
May/June 2000	47	53	0
March 2000	49	51	*

**WEB1** Please tell me if you ever do any of the following when you go online. Do you ever...  
Did you happen to do this **yesterday**, or not?

	Total Have Ever Done This	Did Yesterday	Have Not Done This	Don't Know/ Refused	
<b>Get news online</b>					
Total	41	17	59	*	(n=2745)
July 2002	39	13	61	*	
Jan 2002	41	15	59	*	
Oct 2001	34	12	66	0	
Feb 2001	35	13	65	*	
Nov 2000 <sup>4</sup>	33	10	67	*	
March 2000	28	10	72	*	
<b>Internet User</b>					
Internet User	67	28	33	*	(n=1707)
July 2002	66	22	34	*	
Jan 2002	71	26	29	*	
Oct 2001	67	23	33	0	
Feb 2001	66	25	34	*	
Nov 2000	61	24	39	*	
March 2000	60	22	40	*	
<b>Election News Consumer</b>					
Election News Consumer	94	61	6	*	(n=388)
Nov 2000	87	46	13	*	
<b>Look for news or information about politics or the campaign</b>					
Total	24	8	76	0	(n=2745)
July 2002	25	5	75	0	
Nov 2000	18	8	82	*	
March 2000	16	4	84	*	
<b>Internet User</b>					
Internet User	40	13	60	*	(n=1707 )
July 2002	43	9	57	0	
Nov 2000	43	18	57	*	
March 2000	35	10	65	*	
<b>Election News Consumer</b>					
Election News Consumer	90	42	10	*	(n=388)
Nov 2000	90	45	10	*	

<sup>4</sup> November 2000 trends based on the Pew Research Center 2000 Campaign and Internet Survey conducted by Princeton Survey Research Associates. N=7426 adults 18 years or older; N=4186 Internet users; N=1435 election news consumers. Interview dates: October 10-November 19, 2000.

**Q17** How do/did you get most of your news about the election campaigns in your state and district? From television, from newspapers, from radio or from magazines or from the Internet? (Multiple Response)

**Q17b** Did you get most of your news about the election campaigns from network TV news, from local TV news, or from cable news networks such as CNN or MSNBC?

Total	Internet Users	Non-Internet Users	Election News Consumer	Registered Voters	
66	62	72	50	66	Television
7	7	6	9	8	Network
35	32	39	15	34	Local TV
21	20	22	24	20	Cable
1	1	1	1	2	All of them
1	1	1	1	1	Other
2	1	3	1	2	Don't know/Refused
33	33	34	33	37	Newspapers
13	14	11	12	13	Radio
1	2	1	2	1	Magazines
7	11	*	31	6	Internet
*	*	*	1	*	All of the above
2	2	3	2	3	Mailings/Flyers
1	1	2	*	1	Friends/Family/Other acquaintances
1	1	1	1	1	Combination of several sources
2	2	1	2	1	Other
2	2	2	1	1	Don't know/Refused
(n=2,745)	(n=1,707)	(n=1,038)	(n=388)	(n=2,048)	

Trend Based on Total Population<sup>5</sup>

	June 2000	Feb 2000	Jan 2000	Sept 1996	April 1996	Feb 1996	Sept 1992	Jun 1992	May 1992	March 1992	Feb 1992
Television	65	73	75	75	81	85	83	84	86	83	80
Network <sup>6</sup>	17	20	24	29	39	N/A	N/A	N/A	N/A	N/A	N/A
Local	24	28	25	31	34	N/A	N/A	N/A	N/A	N/A	N/A
Cable	25	30	31	25	23	N/A	N/A	N/A	N/A	N/A	N/A
Other	1	2	1	1	2	N/A	N/A	N/A	N/A	N/A	N/A
(VOL.)											
DK/Ref.	*	1	1	1	1	N/A	N/A	N/A	N/A	N/A	N/A
Newspapers	27	33	31	44	48	56	49	55	51	48	49
Radio	11	15	12	14	21	21	13	18	17	14	18
Magazines	2	2	3	5	6	5	5	7	6	4	4
Internet	5	7	6	2	2	2	N/A	N/A	N/A	N/A	N/A
Other	2	2	3	2	3	1	4	4	3	3	3
DK/Ref.	2	1	1	1	1	1	1	*	1	*	1

<sup>5</sup> The questions wording for the trend for February 1992 through June 2000 was, "How do/did you get most of your news about the Presidential election campaign?"

<sup>6</sup> Multiple responses were accepted in the "television" follow-up question for the trend.

**POL03** Have you gone/Did you ever go online to get news or information about the 2002 mid-term elections?

	Yes	No	Don't Know/ Refused	
Total	13	87	*	(n=2745)
Nov 2000	18	82	*	
Nov 1998	6	94	*	
Oct 1996 <sup>7</sup>	N/A	N/A	N/A	
Internet User	22	78	*	(n=1707)
Nov 2000	33	66	1	
Nov 1998	15	84	1	
Oct 1996	22	78	0	
Election News Consumer	100	-	-	(n=388)
Nov 2000	100	-	-	
Nov 1998	100	-	-	
Oct 1996	100	-	-	

**POL04** How often do you go online to get news about the elections... more than once a day, everyday, 3-5 days per week, 1-2 days per week, or less often?

	<i>At Least Weekly</i>	<i>More Than Once A Day</i>	<i>Every Day</i>	<i>3-5 Days A Week</i>	<i>1-2 Days A Week</i>	<i>Less Often</i>	<i>Don't Know/Refused</i>	<i>No/ Never</i>
Total	8	1	2	2	3	5	*	87
Nov 2000	13	2	3	3	5	5	*	82
Nov 1998	4	*	1	1	2	2	*	94
Oct 1996	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Internet User	13	1	3	4	5	9	*	78
Nov 2000	25	4	6	6	9	8	1	66
Nov 1998	10	1	3	2	4	5	1	84
Oct 1996	12	*	2	2	8	10	0	78
Election News Consumer	59	5	14	18	22	41	0	N/A
Nov 2000	75	12	18	18	27	25	0	N/A
Nov 1998	65	6	20	15	24	35	0	N/A
Oct 1996	53	1	8	10	34	47	0	N/A

<sup>7</sup> October 1996 trends based on the Pew Research Center 1996 Technology Survey. N=1003 Internet users; N=215 Election News Consumers. Interview dates: October 21-31, 1996.

**POL05** Now, I'd like to ask about what types of campaigns and elections you go online to look for information about. First, do you go online to look for information about (INSERT)?

Current				Nov 1998		
Total	Internet User	Election News Consumer		Total	Internet User	Election News Consumer
			a. Races for U.S. Senate			
9	15	68	Yes	--	--	--
4	7	31	No	--	--	--
*	*	1	Don't know/Refused	--	--	--
			b. Races for U.S. House <sup>8</sup>			
8	14	64	Yes	3	9	59
5	8	35	No	97	91	40
*	*	1	Don't know/Refused	*	*	1
			c. Races for Governor			
10	17	78	Yes	--	--	--
3	5	21	No	--	--	--
*	*	1	Don't know/Refused	--	--	--
			d. Local races in your area			
7	12	56	Yes	3	9	56
6	10	44	No	97	91	43
*	*	*	Don't know/Refused	*	*	1
			e. Ballot measures or initiatives			
6	10	44	Yes	--	--	--
7	12	54	No	--	--	--
*	*	2	Don't know/Refused	--	--	--

<sup>8</sup> In November 1998 items b and d were not asked as part of a list question. The questions were worded: "When you go/went online to get news and information about the 1998 elections, are/were you looking for information about [the congressional race in your district/local races in your area]?"

**POL06** Where do you go most often for news and information about the 2002 mid-term elections? (Multiple Response)

<u>Total</u>		<u>Nov 2000</u>	<u>Nov 1998</u>	<u>Oct 1996</u>
3	The news sites of commercial online services such as America Online	5	2	N/A
7	The Websites of major news organizations such as CNN or the New York Times	8	3	N/A
2	The websites of local news organizations in your area	2	2	N/A
1	Sites that specialize in politics	1	1	N/A
1	Websites set up by the candidates themselves	1	*	N/A
1	Issue-oriented websites	1	1	N/A
2	The websites of state or local governments	1	1	N/A
*	Television, radio, or newspapers	N/A	N/A	N/A
*	Some other source	3	1	N/A
*	Don't know/Refused	*	*	N/A
(n=2745)				
<u>Internet User</u>		<u>Nov 2000</u>	<u>Nov 1998</u>	<u>Oct 1996</u>
4	The news sites of commercial online services such as America Online	9	4	8
11	The Websites of major news organizations such as CNN or the New York Times	16	8	11
4	The websites of local news organizations in your area	4	5	N/A
2	Sites that specialize in politics	2	2	3
2	Websites set up by the candidates themselves	2	1	5
2	Issue-oriented websites	2	2	N/A
3	The websites of state or local governments	2	3	N/A
*	Television, radio, or newspapers	N/A	N/A	N/A
*	Some other source	5	2	1
1	Don't know/Refused	1	1	1
(n=1707)				
<u>Election News Consumer</u>		<u>Nov 2000</u>	<u>Nov 1998</u>	<u>Oct 1996</u>
19	The news sites of commercial online services such as America Online	27	26	38
52	The Websites of major news organizations such as CNN or the New York Times	47	50	50
18	The websites of local news organizations in your area	12	29	N/A
10	Sites that specialize in politics	7	16	15
11	Websites set up by the candidates themselves	7	7	25
9	Issue-oriented websites	4	14	N/A
12	The websites of state or local governments	6	20	N/A
1	Television, radio, or newspapers	N/A	N/A	N/A
2	Some other source	15	10	7
3	Don't know/Refused	2	9	6
(n=388)				

**POL08** When you go online to get information about the elections, do you ever do any of the following things?  
 First, do you ever (INSERT)?

**Based on those who go online to get news or info about the elections [N=388]**

	Yes	No	Don't Know/ Refused
a. Participate in online discussions or 'chat' groups about the elections			
Current	10	90	0
Nov 2000	8	92	*
Nov 1998	13	87	*
Oct 1996	31	69	*
b. Register your own opinions by participating in an electronic poll			
Current	39	61	0
Nov 2000	35	65	*
Nov 1998	26	74	*
Oct 1996	34	66	0
c. Get information about a candidate's voting record			
Current	45	55	0
Nov 2000	33	67	*
Nov 1998	30	70	*
h. Contribute money to a candidate running for public office through his or her web site			
Current	5	95	0
Nov 2000	5	95	*
i. Look for more information about candidates' positions on the issues			
Current	79	21	0
Nov 2000	69	31	*

**POL02** Some people go online for campaign news because they are very interested in politics and enjoy following it. Others don't enjoy politics, but they keep up with it because they feel it's their duty to be well-informed. Which view comes closer to your own?

**Based on those who go online to get news or info about the elections [N=388]**

Current		Nov 1998	Oct 1996
31	Enjoy politics	29	38
66	Duty to be well-informed	57	59
2	Neither	12	2
1	Don't know/Refused	2	1

**POL09** Which of the following comes closest to describing WHY you go online to get news and information about the 2002 mid-term elections? (Multiple Response)

**Based on those who go online to get news or info about the elections [N=388]**

Current		Nov 2000	Oct 1996
10	Because you can get information on the Web that is not available elsewhere	12	26
57	Because getting information online is more convenient for you	56	45
8	Because the Web offers news sources that reflect your own interests or values, OR...	6	24
43	Because you don't get all the news and information you want from traditional news sources such as the daily newspaper or the network TV news	29	53
3	Some other reason	11	5
2	Don't know/Refused	1	4

**POL09b** Do you ever visit Web sites that provide information about specific issues or policies that interest you such as the environment, gun control, abortion, or health care reform?

	Yes	No	Don't Know/ Refused	
Total	24	37	*	(n=2745)
Nov 1998	11	89	*	
Oct 1996	N/A	N/A	N/A	
Internet User	39	61	1	(n=1707)
Nov 1998	28	72	*	
Oct 1996	23	66	11	
Election News Consumer	57	43	1	(n=388)
Nov 1998	43	57	0	
Oct 1996	41	48	11	

**POL13** Has/Did any of the information you have received online about the 2002 mid-term elections made/make you decide to vote for or against a particular candidate?

	Yes	No	Don't Know/ Refused	
Total	5	95	*	(n=2745)
Internet User	8	91	1	(n=1707)
Election News Consumer	35	62	3	(n=388)
November 2000 <sup>9</sup>	43	55	2	
November 1998	34	63	3	
October 1996	31	69	0	

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<sup>9</sup> In 2000 and 1998, the question was worded: "Has/Did any of the information you (have) received online about the [2000/1998] elections made/make you want to vote for or against a particular candidate?" In 1996, the question was worded: "Has any of the information you have received online about the 1996 elections influenced your choice of candidates?" Field periods for the trend are: October 10-November 9, 2000; October 26-December 1, 1998; October 21-31, 1996.