Q1   Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	22	71	8
Aug/Sept 2007[i]	29	61	10
February 2007[ii]	31	59	10
December 2006[iii]	30	62	8
November 2006[iv]	32	60	8
August 2006[v]	30	60	10
Jan/Feb 2006[vi]	36	55	8
Nov/Dec 2005[vii]	35	56	9
September 2005[viii]	32	61	8
May/June 2005[ix]	36	54	10
February 2005[x]	41	49	10
January 2005[xi]	41	48	11
Nov 23-30, 2004[xii]	45	47	9
November 2004[xiii]	46	46	8
May/June 2004[xiv]	33	56	11
February 2004[xv]	40	50	10
November 2003[xvi]	43	49	9
June 2003[xvii]	49	42	9
April/May 2003[xviii]	54	37	8
February 2003[xix]	38	54	9
December 2002[xx]	41	47	11
November 2002[xxi]	43	48	10
September 2002[xxii]	44	45	10
July 2002[xxiii]	45	43	11
March/May 2002[xxiv]	52	37	11
January 2002[xxv]	58	33	9
December 2001[xxvi]	61	29	10
November 2001[xxvii]	62	28	9
October 2001[xxviii]	57	33	10
September 2001[xxix]	46	44	11
August 2001[xxx]	44	46	10

February 2001[xxxi]	53	38	10
December 2000[xxxii]	50	42	8
November 2000[xxxiii]	50	41	9
September 2000[xxxiv]	51	40	9
May/June 2000[xxxv]	51	41	8
March/April 2000[xxxvi]	50	41	9

Q6a Do you use the internet, at least occasionally?
Q6b Do you send or receive email, at least occasionally?[1]

	USES INTERNET	DOES NOT USE INTERNET
Current	73	27
March/April 2008[xxxvii]	73	27
Oct-Dec 2007	75	25
Aug/Sept 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
Feb-April 2006	73	27
Jan/Feb 2006	73	27
Nov/Dec 2005	66	34
September 2005	72	28
May/June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39

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[1] Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

Q6a/b continued…

	USES INTERNET	DOES NOT USE INTERNET
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
July/August 2000	49	51
May/June 2000	47	53
March/April 2000	48	52

Q7 Did you happen to use the internet YESTERDAY?[2]

Based on internet users [N=1,553]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current	70	30	1
March/April 2008	72	28	*
Oct-Dec 2007	72	27	*
Aug/Sept 2007	68	32	*
February 2007	69	31	*
December 2006	65	34	*
November 2006	64	36	*
August 2006	66	34	*
Feb-April 2006	66	33	*
Nov/Dec 2005	63	36	*
September 2005	65	34	*
February 2005	60	40	*
January 2005	58	42	*
November 2004	61	39	*
May/June 2004	53	46	1
February 2004	55	44	*

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[2] Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

Q7 continued…

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
November 2003	54	45	*
July 2003	52	47	1
June 2003	55	44	*
April/May 2003	58	42	*
March 3-11, 2003	60	40	0
February 2003	60	40	*
December 2002	56	44	*
November 2002	57	43	*
October 2002	57	43	0
September 2002	58	42	*
June 26-July 26, 2002	53	47	*
March/May 2002	57	43	*
January 2002[3]	59	41	*
Dec. 17-23, 2001	58	42	*
Nov. 19-Dec. 16 2001	60	40	*
Oct. 19-Nov. 18 2001	61	39	*
Oct. 8-18 2001	51	49	1
October 2-7 2001	56	43	1
Sept 20-Oct 1 2001	57	42	1
Sept 12-19 2001	51	49	*
August 2001	56	44	*
February 2001[4]	59	41	*
Fall 2000[xxxviii]	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000[xxxix]	55	45	0
March 2000[xl]	60	40	*

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[3] Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.
[4] Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?[5]

Based on internet users [N=1,553]

	TOTAL HAVE EVER DONE THIS	---------- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Look online for news or information about politics or the 2008 campaigns[6]				
Current	55	23	44	*
Oct-Dec 2007[7]	47	16	53	*
August 2006	54	19	46	*
November 2004	58	18	42	*
May/June 2004	49	13	51	*
February 2004	46	13	54	*
Nov 2002	40	13	60	*
Oct 2002	45	11	55	*
Sept 2002	42	9	57	*
June 26-July 26, 2002	43	9	57	0
Fall 2000	43	16	57	*
July-August 2000	30	8	70	*
May-June 2000	34	7	66	*
April 2000	34	7	66	*
March 2000	35	10	65	*

POLITICAL ENGAGEMENT/MOBILIZATION

Now turning to another topic...

Q27 How much thought have you given to the presidential election this year... Quite a lot or only a little?

	CURRENT	
%	56	Quite a lot
	4	Some (VOL)
	29	Little
	8	None (VOL)
	2	Don't know/Refused

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[5] Prior to January 2005, question wording was "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?"

[6] In Oct-Dec 2007, item wording was "Look online for news or information about politics or the campaign". In August 2006, item wording was "Look online for news or information about politics or the upcoming campaigns". Prior to August 2006, item wording was "Look for news or information about politics and the campaign".

[7] In Oct-Dec 2007, item was based on all landline internet users and Form 2 Cell sample internet users [N=1,358].

REG These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

	CURRENT	
%	79	Yes, registered
	19	No, not registered
	1	Don't know
	*	Refused

PARTY In politics today, do you consider yourself a Republican, Democrat or Independent?

	CURRENT	
%	25	Republican
	35	Democrat
	27	Independent
	6	No Party/No Preference/Not Interested in Politics (VOL)
	*	Other party (VOL)
	3	Don't know
	3	Refused

PARTY In politics today, do you consider yourself a Republican, Democrat or Independent?
PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	CURRENT	
%	34	Republican/Lean Republican
	48	Democrat/Lean Democrat
	18	Refused to lean

Q28 Thinking about the Democratic nomination... Which Democratic candidate would be your first choice for president? (READ AND ROTATE)

Based on Democrats/Democratic Leaning Registered Voters [N=891]

	CURRENT	
%	39	Hillary Clinton
	43	Barack Obama
	*	Other/Someone else (VOL)
	3	Neither of them (VOL)
	11	Don't know/Haven't thought about it
	3	Refused

Rotate Vote01/Vote01b and Vote02/Vote02b as pairs

Vote01 If the 2008 presidential election were being held TODAY and the candidates were [ROTATE: (Barack Obama, the Democrat,) and (John McCain, the Republican,)] who would you vote for?

Vote01b As of TODAY, do you LEAN more to [READ AND ROTATE IN SAME ORDER AS Vote01]?

Based on Registered Voters [N=1,887]

	CURRENT	
%	45	Obama/Lean Obama
	42	McCain/Lean McCain
	2	Other candidate (VOL)
	7	Don't know
	4	Refused

Vote02 If the 2008 presidential election were being held TODAY and the candidates were [ROTATE: (Hillary Clinton, the Democrat,) and (John McCain, the Republican,)] who would you vote for?

Vote02b As of TODAY, do you LEAN more to [READ AND ROTATE IN SAME ORDER AS Vote02]?

Based on Registered Voters [N=1,887]

	CURRENT	
%	46	Clinton/Lean Clinton
	44	McCain/Lean McCain
	1	Other candidate (VOL)
	5	Don't know
	5	Refused

Q29 Are you getting ANY news or information about this year's election campaigns on the internet or through email?

Based on internet users [N=1,553]

	CURRENT	
%	54	Yes
	46	No
	*	Don't know/Refused

Q30 Thinking about the current presidential campaign, people are communicating with each other and with the political campaigns in many ways, whether to urge support of a candidate, to discuss the issues or to talk about where the campaign stands. What about you? About how often do you [INSERT ITEM IN ORDER] support a candidate or to discuss the campaign – several times a day, about once a day, every few days, once a week or less often?

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	EVERY FEW DAYS	ONCE A WEEK	LESS OFTEN	(VOL) NEVER	DON'T KNOW	REFUSED
Items A & B: Based on email users [N=1,403]								
a. Send EMAIL to friends, family members or others urging them to...	1	3	4	7	35	50	*	*
b. Receive EMAIL urging you to...	6	8	9	12	26	38	1	*
Items C & D: Based on those who use text messaging [N=744]								
c. Send TEXT MESSAGES to friends, family members or others urging them to...	1	2	2	3	21	71	*	*
d. Receive TEXT MESSAGES urging you to...	1	2	2	3	21	71	*	*

Q31 Thinking about all the types of information, news and other activities you can do online related to the presidential campaign, about how often do you go online and do something related to the campaign – several times a day, about once a day, every few days, once a week or less often?

Based on internet users [N=1,553]

	CURRENT	
%	2	Several times a day
	6	About once a day
	8	Every few days
	11	Once a week
	39	Less often
	34	Never (VOL)
	*	Don't know
	*	Refused

Q32 There are many different campaign-related activities a person might do on the internet. I'm going to read a list of things you may or may not have done online in the past several months related to the 2008 election campaigns. Just tell me if you happened to do each one, or not. Have you... [INSERT ITEM; ROTATE]?

Based on online political users [N=1,238]

		YES	NO	DON'T KNOW/ REFUSED
a.	Contributed money online to a candidate running for public office	10	90	*
b.	Signed up to receive email from candidates or campaigns	15	85	*
c.	Posted your own political commentary or writing to an online news group, website or blog	8	92	*
d.	Forwarded or posted someone else's political commentary or writing	18	82	*
e.	Created and posted your own political audio or video recordings	*	99	*
f.	Forwarded or posted someone else's political audio or video recordings	11	89	*
g.	Created tags for news, information, or photos about politics or the election	4	96	*
h.	Signed an online petition	16	83	1
i.	Signed up ONLINE for any VOLUNTEER activities related to the campaign – like helping to register voters or get people to the polls	4	96	*

Q34 Thinking about what you have done on social networking sites like Facebook and MySpace, have you... [INSERT ITEM; ROTATE]?

Based on those who use social networking web sites [N=409]

		YES	NO	DON'T KNOW/ REFUSED
a.	Gotten any campaign or candidate information on the sites	22	78	*
b.	Started or joined a political group on a social networking site	9	90	*
c.	Discovered your friends' political interests or affiliations on the site	29	70	*
d.	Signed up as a "friend" of any candidates on a social networking site	10	90	*

Q35   In the past several months, have you [INSERT ITEM in ORDER], or not?

Based on online political users [N=1,238]

		YES	NO	DON'T KNOW/ REFUSED
a.	Watched campaign commercials online	37	63	*
b.	Watched video online of the candidate debates	29	71	*
c.	Watched video online of interviews with candidates	33	67	*
d.	Watched video online of candidate speeches or announcements	34	66	*
e.	Watched video online that did not come from a campaign or a news organization	31	68	1
f.	Read the full text of a candidate's speech online	15	84	*
g.	Read a candidate's position paper on an issue online	27	72	*

Q36   Here are some views people have about the internet and politics. For each, I would like to know if you agree or disagree with the statement. (RANDOMIZE)

Based on internet users [N=1,553]

		AGREE	DISAGREE	DON'T KNOW	REFUSED
a.	I would not be as involved in this campaign as much if it weren't for the internet.	22	74	2	1
b.	The news and other information you get online is just the same as you can get anywhere else.	48	47	4	1
c.	The internet is full of misinformation and propaganda that too many voters believe is accurate.	60	32	7	1
d.	The internet lets those with the loudest voices and the most extreme positions drown out average people's views.	35	56	8	1
e.	The internet helps me feel more personally connected to my candidate or campaign of choice.	28	67	3	1

Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between April 8 to May 11, 2008, among a sample of 2,251 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,553), the margin of sampling error is plus or minus 2.8 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 10 attempts were made to complete an interview at sampled households. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2007 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

22,996	Total Numbers Dialed
1,396	Business / Government
1,250	Computer/Fax
8	Cell phone
8,577	Other Not-Working
1,595	Additional projected NW
10,171	Working numbers
44.2%	Working Rate
474	No Answer
58	Busy
821	Answering Machine
100	Other Non-Contact
8,718	Contacted numbers
85.7%	Contact Rate
209	Callback
5,610	Refusal 1 - Refusal before eligibility status known
2,899	Cooperating numbers
33.3%	Cooperation Rate
356	Language Barrier
2,543	Eligible numbers
87.7%	Eligibility Rate
292	Incomplete
2,251	Complete
88.5%	Completion Rate
25.2%	Response Rate

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 86 percent were contacted by an interviewer and 33 percent agreed to participate in the survey. Eighty-eight percent were found eligible for the interview. Furthermore, 89 percent of eligible respondents completed the interview. Therefore, the final response rate is 25 percent.

Endnotes

[i] August/September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users].

[ii] February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].

[iii] December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

[iv] November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

[v] August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

[vi] Jan/Feb 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].

[vii] Nov/Dec 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].

[viii] September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].

[ix] May/June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].

[x] February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].

[xi] January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].

[xii] November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].

[xiii] November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].

[xiv] May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

[xv] February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].

[xvi] November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].

[xvii] June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

[xviii] April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].

[xix] February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].

[xx] December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038].

[xxi] November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].

[xxii] September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

[xxiii] July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].

[xxiv] March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

[xxv] January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.

[xxvi] December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.

[xxvii] November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.

Princeton Survey Research Associates International

[xxviii] October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.

[xxix] September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

[xxx] August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

[xxxi] February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

[xxxii] December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

[xxxiii] November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

[xxxiv] September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

[xxxv] May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

[xxxvi] March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].

[xxxvii] March/April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

[xxxviii] Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].

[xxxix] April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].

[xl] March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].