

Selective Exposure Survey
Data for June 14– July 3, 2004

Final Topline

7/14/04

Princeton Survey Research Associates
for the Pew Internet & American Life Project

Sample: $n = 1,510$ adults 18 and older

Interviewing dates: 06.14.04 – 07.3.04

Margin of error is plus or minus 3 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

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

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	37	56	7
May/June 2004 ¹	33	56	11
March 2004 ²	44	49	7
February 2004 ³	40	50	10
November 2003 ⁴	43	49	9
July 2003 ⁵	46	45	9
June 2003 ⁶	49	42	9
April/May 2003 ⁷	54	37	8
March 12-19, 2003 ⁸	42	49	10
March 3-11, 2003 ⁹	41	51	8
February 2003 ¹⁰	38	54	9
December 2002 ¹¹	41	47	11
November 2002 ¹²	43	48	10
October 2002 ¹³	40	49	11
September 2002 ¹⁴	44	45	10
July 2002 ¹⁵	45	43	11
March/May 2002 ¹⁶	52	37	11
January 2002 ¹⁷	58	33	9
December 2001 ¹⁸	61	29	10
November 2001 ¹⁹	62	28	9
October 2001 ²⁰	57	33	10
September 2001 ²¹	46	44	11
August 2001 ²²	44	46	10
February 2001 ²³	53	38	10
December 2000 ²⁴	50	42	8
November 2000 ²⁵	50	41	9
October 2000 ²⁶	53	39	8
September 2000 ²⁷	51	40	9
July/August 2000 ²⁸	52	39	9
May/June 2000 ²⁹	51	41	8
March/April 2000 ³⁰	50	41	9

Q2 I'm going to read you a few statements. For each one, please tell me if this describes you very well, somewhat well, not too well, or not at all.

	VERY WELL	SOMEWHAT WELL	NOT TOO WELL	NOT AT ALL	DON'T KNOW/ REFUSED
a After I gather all the facts about something, I make up my mind pretty quickly	52	32	9	5	1
b I like to read about a lot of different things	61	26	7	6	1
c I find it difficult to make up my mind when I have too much information about something	14	22	19	45	1
d Once I have my mind made up about something, I seldom change it	38	35	14	12	1
e I enjoy hearing about politics and world affairs	38	32	13	16	1

Q5 Turning to a different topic...do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW/ REFUSED
Current	73	27	0
May/June 2004	71	29	*
March 2004	75	25	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 ³¹	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*
November 2000	65	35	*
October 2000	64	36	*
September 2000	62	38	*
July/August 2000	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

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
Current	67	33
May/June 2004	63	37
March 2004	69	31
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
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
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 ³²	47	53
March/April 2000	48	52

Q12 About how many years have you had access to the Internet? (*Note Question Wording*)³³

Q12.1 About how many months is that?

Based on Internet users [N=1,036]

	WITHIN THE LAST SIX MONTHS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	----- FOUR YEARS	----- FIVE YEARS	----- SIX OR MORE	DON'T KNOW/ REFUSED
Current	2	4	13	80	8	17	55	1
May/June 2004	2	4	15	78	9	16	54	1
March 2004	1	4	15	79	8	17	54	1
February 2004	2	3	14	80	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 20-25, 2003	3	6	16	74	10	18	46	1
March 12-19, 2003	2	7	16	74	12	18	44	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999 ³⁴	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

- Q16** About how often do you go online from (INSERT) — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, every few months, or less often?

Based on Internet users [N=1,036]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
a Home								
Current	27	27	17	13	5	5	7	*
March 2004	29	24	15	13	6	5	8	*
b Work								
Current	28	12	5	4	1	5	44	*
March 2004	28	10	5	6	2	4	44	*

- Q17** How much, if at all, has the Internet improved (INSERT; ROTATE) — a lot, some, only a little or not at all?

Based on Internet users [N=1,036]

	A LOT	SOME	A LITTLE	NOT AT ALL	(VOL) DOES NOT APPLY TO ME	DON'T KNOW/ REFUSED
a your ability to complete everyday tasks like shopping or paying bills	26	23	14	33	4	0
b the way you pursue your hobbies or interests	37	32	14	17	1	*
c your ability to do your job	35	17	9	26	13	*
d your ability to get news and information that you can't get elsewhere	52	27	11	9	1	*
e your ability to keep in touch with friends and family	50	25	14	11	1	*

- Q18** Next, please tell me if you ever get news or information from each of the following sources.

- Q19** Did you happen to get news or information from (INSERT) YESTERDAY, or not?

	TOTAL EVER USE SOURCE	USED SOURCE YESTERDAY	TOTAL NEVER USE SOURCE	DON'T KNOW/ REFUSED
a Newspapers	85	51	15	0
b Television	92	74	8	*
c Magazines	56	21	44	*
d The radio	73	54	27	*
e Friends and family	75	40	25	*
f The Internet	51	30	49	*
g Email newsletters or listservs	29	15	70	*

Q20 Thinking about the different kinds of news available to you, what do you prefer...

Based on FORM A respondents only [N=761]

		CURRENT
%	27	Getting news from sources that SHARE your political point of view
	61	Getting news from sources that DON'T HAVE a particular point of view
	12	Don't know/Refused

Q21 Thinking about the different kinds of news available to you, what do you prefer...

Based on FORM B respondents only [N=749]

		CURRENT
%	22	Getting news from sources that SHARE your political point of view
	50	Getting news from sources that DON'T HAVE a particular political point of view
	18	Getting news from sources that CHALLENGE your political point of view
	10	Don't know/Refused

Q22 Which of the following comes closest to describing why you go ONLINE to get news and information?

Based on those who get news online [N=842]

		CURRENT
%	24	Because you can get more IN DEPTH information on the Web
	40	Because getting information online is more CONVENIENT for you
	29	Because you can get information from a WIDER RANGE OF VIEWPOINTS on the Web
	2	(VOL) Some other reason
	5	Don't know/Refused

Q23 I'm going to read you a short list of issues facing our country today. Please tell me if you think each one is very important, somewhat important, not too important, or not at all important.

		VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT TOO IMPORTANT	NOT AT ALL IMPORTANT	DON'T KNOW/ REFUSED
a	The war in Iraq	81	12	2	3	1
b	Gay marriage	32	19	14	32	3
c	Free trade and its impact on American workers	59	29	6	3	3
d	Health care	83	14	1	1	*
e	Abortion	49	27	9	13	2

- c1** Suppose the election for president were being held TODAY and the candidates were... (INSERT)? Who would you vote for?

FORM A: George W. Bush, the Republican; John Kerry, the Democrat; and Ralph Nader, an Independent candidate

FORM B: John Kerry, the Democrat; George W. Bush, the Republican; and Ralph Nader, an Independent candidate

- c2** As of TODAY, do you LEAN more toward...(INSERT)?

FORM A: Bush, the Republican; Kerry, the Democrat; or Nader, the Independent

FORM B: Kerry, the Democrat; Bush, the Republican; or Nader, the Independent

3-WAY TRIAL HEAT

%	44	Total Bush
	39	Total Kerry
	7	Total Nader
	10	Total undecided/other
	40	Bush
	4	Lean Bush
	37	Kerry
	3	Lean Kerry
	5	Nader
	1	Lean Nader
	2	Other candidate
	9	Don't know/Refused

- c3** Do you support (INSERT C1 CHOICE: Bush/Kerry/Nader) STRONGLY or only moderately?

CURRENT

%	29	Bush strongly
	15	Bush not strong
	14	Kerry strongly
	25	Kerry not strong
	1	Nader strongly
	6	Nader not strong
	10	Don't know/Refused

- c4** Suppose there were only two presidential candidates on the ballot and you HAD TO CHOOSE between (INSERT). If the election were held TODAY, who would you vote for?

FORM A: George W. Bush, the Republican; and John Kerry, the Democrat
 FORM B: John Kerry, the Democrat; and George W. Bush, the Republican

2-WAY TRIAL HEAT

%	46	Total Bush
	45	Total Kerry
	9	Total undecided/other
	40	Bush
	6	Lean Bush
	37	Kerry
	8	Lean Kerry
	*	Other candidate
	9	Don't know/Refused

- c5** How closely have you been following news about the upcoming Presidential election?

CURRENT

%	31	Very closely
	42	Somewhat closely
	17	Not too closely
	9	Not at all closely
	*	Don't know/Refused

- c6** Do you ever get news or information about the candidates and the campaign on the Internet or through email?

Based on Internet users [N=1,036]

CURRENT

%	42	Yes
	58	No
	0	Don't know/Refused

- c7** How often do you get news or information about the candidates and the campaign on the Internet or through email – everyday or almost everyday, several times a week, several times a month, or less often?

Based on those who get news or information about the candidates/campaign online [N=445]

	<u>CURRENT</u>	
%	29	Everyday or almost everyday
	35	Several times a week
	25	Several times a month
	10	Less often
	1	Don't know/Refused

- c8** Where have you gotten MOST of your news and information about the presidential election campaigns? From television, from newspapers, from radio, from magazines, or from the Internet and email?

	<u>CURRENT</u>	
%	78	Television
	38	Newspapers
	16	Radio
	15	The Internet and email
	4	Magazines
	2	(VOL) Friends or family
	2	(VOL) Other
	1	Don't know/Refused

NOTE: Total exceeds 100% due to multiple response

- c9** In the way they cover the presidential race, do you think the news media are biased in favor of John Kerry, biased in favor of George W. Bush, or don't you think they show any bias one way or the other?

	<u>CURRENT</u>	
%	25	Kerry Bias
	12	Bush Bias
	34	No bias
	7	(VOL) Biased both ways, sometimes for Kerry and sometimes for Bush
	11	(VOL) Depends on media source
	10	Don't know/Refused

C10 I'm going to read different arguments people make about the Presidential candidates and their policies. Please tell me how often you have heard or read each argument – frequently, just once in a while, or never.

	HEAR FREQUENTLY	HEAR ONCE IN A WHILE	HAVE NEVER HEARD	DON'T KNOW/ REFUSED
a The Bush administration's policies have helped the country's economy begin to recover	39	37	23	1
b George Bush is a stronger leader than John Kerry in the war against terrorism	42	28	28	2
c John Kerry changes his positions on the issues when he thinks it will help him win an election	42	28	28	2
d John Kerry has a history of accepting money from special interest groups	16	33	50	2
e John Kerry will end special treatment for corporations and wealthy Americans	18	32	47	2
f The Bush administration misled the American public about the reasons for going to war with Iraq	74	20	6	1
g John Kerry has a better strategy than George Bush for creating peace in Iraq	20	33	45	2
h Some Bush administration policies are a threat to basic civil rights and civil liberties	30	32	38	1

c11 Do you AGREE or DISAGREE with this argument, or have you not thought much about it?

Based on those who have heard each argument

		AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/ REFUSED
a	The Bush administration's policies have helped the country's economy begin to recover [n=1,171]	41	39	17	3
b	George Bush is a stronger leader than John Kerry in the war against terrorism [n=1,076]	50	27	19	4
c	John Kerry changes his positions on the issues when he thinks it will help him win an election [n=1,092]	46	23	29	3
d	John Kerry has a history of accepting money from special interest groups [n=755]	36	15	44	6
e	John Kerry will end special treatment for corporations and wealthy Americans [n=800]	28	33	34	4
f	The Bush administration misled the American public about the reasons for going to war with Iraq [n=1,420]	46	37	14	4
g	John Kerry has a better strategy than George Bush for creating peace in Iraq [n=835]	31	37	27	5
h	Some Bush administration policies are a threat to basic civil rights and civil liberties [n=942]	41	31	26	2

IRAQ1 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

IRAQ2 Have you always held this position, or has your opinion on this issue changed over time?

Based on those who got Iraq question module [N=465]

	CURRENT	
%	53	Right decision
	45	Always held position
	7	Position changed over time
	1	Don't know/Refused
	39	Wrong decision
	24	Always held position
	14	Position changed over time
	*	Don't know/Refused
	8	Don't know/Refused

IRAQ3 Do you ever get news or information about the war in Iraq on the Internet or through email?

Based on Internet users who got Iraq question module [N=316]

<u>CURRENT</u>		
%	53	Yes
	47	No
	*	Don't know/Refused

IRAQ4 How often do you get news or information about this issue on the Internet or through email – everyday day or almost everyday, several times a week, several times a month, or less often?

Based on Internet users who get information about Iraq online [N=175]

<u>CURRENT</u>		
%	43	Everyday or almost everyday
	26	Several times a week
	25	Several times a month
	6	Less often
	0	Don't know/Refused

IRAQ5 Where have you gotten MOST of your news and information about the war in Iraq? From television, from newspapers, from radio, from magazines, or from the Internet and email?

Based on those who got Iraq question module [N=465]

<u>CURRENT</u>		
%	83	Television
	38	Newspapers
	18	The Internet and email
	14	Radio
	3	Magazines
	1	(VOL) Friends or family
	1	(VOL) Other
	0	Don't know/Refused

NOTE: Table exceeds 100% due to multiple response

IRAQ6 Here are some arguments people make in SUPPORT of the war in Iraq. Please tell me if you hear or read each one frequently, just once in a while, or if you've never heard the argument.

Based on those who got Iraq question module [N=465]

	HEAR FREQUENTLY	HEAR ONCE IN A WHILE	HAVE NEVER HEARD	DON'T KNOW/ REFUSED
a Iraq posed an imminent threat to American security	64	25	9	1
b Saddam Hussein was seeking weapons of mass destruction, which he might someday use against the United States	79	16	4	*
c Saddam Hussein had connections with Al-Qaeda and may have played a role in the September 11th terrorist attacks on the Pentagon and World Trade Center	63	29	7	1
d Saddam Hussein was a brutal dictator who murdered and tortured his own people	88	10	2	*

IRAQ7 Do you AGREE or DISAGREE with this argument, or have you not really thought much about it?

Based on those who have heard each argument

	AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/ REFUSED
a Iraq posed an imminent threat to American security [n=422]	54	34	9	3
b Saddam Hussein was seeking weapons of mass destruction, which he might someday use against the United States [n=446]	62	22	13	4
c Saddam Hussein had connections with Al-Qaeda and may have played a role in the September 11th terrorist attacks on the Pentagon and World Trade Center [n=430]	51	30	15	4
d Saddam Hussein was a brutal dictator who murdered and tortured his own people [n=456]	89	3	6	1

IRAQ8 Here are some arguments people make AGAINST the war in Iraq. Please tell me if you hear or read each one frequently, just once in a while, or if you've never heard the argument.

Based on those who got Iraq question module [N=465]

	HEAR FREQUENTLY	HEAR ONCE IN A WHILE	HAVE NEVER HEARD	DON'T KNOW/REFUSED
a The Bush administration misled the American people about Iraq's weapons program and the threat it posed to the United States	67	20	11	1
b We should not have gone to war with Iraq without the support of the United Nations and our allies	63	27	9	1
c The President should have found a peaceful resolution to the conflict with Iraq, instead of risking lives through war	55	29	15	1
d Going to war with Iraq will only increase anti-American sentiment in the Muslim world	55	22	20	3

IRAQ9 Do you AGREE or DISAGREE with this argument, or have you not really thought much about it?

Based on those who have heard each argument

	AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/REFUSED
a The Bush administration misled the American people about Iraq's weapons program and the threat it posed to the United States [n=411]	49	34	15	3
b We should not have gone to war with Iraq without the support of the United Nations and our allies [n=426]	51	36	10	2
c The President should have found a peaceful resolution to the conflict with Iraq, instead of risking lives through war [n=396]	49	40	8	3
d Going to war with Iraq will only increase anti-American sentiment in the Muslim world [n=363]	60	19	17	3

- GM1** Do you favor or oppose allowing gay and lesbian couples to marry legally?
- GM2** Have you always held this position, or has your opinion on this issue changed over time?

Based on those who got gay marriage question module [N=512]

		<u>CURRENT</u>	
%	26		Favor gay marriage
	19		Always held position
	7		Position changed over time
	*		Don't know/Refused
	70		Oppose gay marriage
	66		Always held position
	3		Position changed over time
	*		Don't know/Refused
	4		Don't know/Refused

- GM3** Do you ever get news or information about the issue of gay marriage on the Internet or through email?

Based on Internet users who got gay marriage question module [N=345]

		<u>CURRENT</u>	
%	35		Yes
	65		No
	0		Don't know/Refused

- GM4** How often do you get news or information about this issue on the Internet or through email – everyday day or almost everyday, several times a week, several times a month, or less often?

Based on Internet users who get information about gay marriage online [N=119]

		<u>CURRENT</u>	
%	16		Everyday or almost everyday
	16		Several times a week
	37		Several times a month
	32		Less often
	0		Don't know/Refused

GM5 Where have you gotten MOST of your news and information about the issue of gay marriage? From television, from newspapers, from radio, from magazines, or from the Internet and email?

Based on those who got gay marriage question module [N=512]

CURRENT		
%	69	Television
	35	Newspapers
	16	Radio
	13	The Internet and email
	4	Magazines
	4	(VOL) Church/Bible
	4	(VOL) Friends or family
	4	(VOL) Other
	2	Don't know/Refused

NOTE: Table exceeds 100% due to multiple response

GM6 Here are some arguments people make in SUPPORT of gay marriage. Please tell me if you hear or read each one frequently, just once in a while, or if you've never heard the argument.

Based on those who got gay marriage question module [N=512]

	HEAR FREQUENTLY	HEAR ONCE IN A WHILE	HAVE NEVER HEARD	DON'T KNOW/REFUSED
a Gay couples are entitled to the same legal rights as heterosexual couples when it comes to things like health insurance, inheritance, or pensions	59	26	14	1
b It is not the government's role to tell people who they can and cannot marry	44	33	21	1
c Legalizing gay marriage benefits everyone because it encourages long-term, monogamous relationships between two people who love one another	36	31	33	1
d Legalizing gay marriage is an important civil rights issue, protecting a group of Americans who have been discriminated against in the past	49	33	17	1

GM7 Do you AGREE or DISAGREE with this argument, or have you not really thought much about it?

Based on those who have heard each argument

	AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/ REFUSED
a Gay couples are entitled to the same legal rights as heterosexual couples when it comes to things like health insurance, inheritance, or pensions [n=439]	40	49	9	2
b It is not the government's role to tell people who they can and cannot marry [n=404]	48	36	13	4
c Legalizing gay marriage benefits everyone because it encourages long-term, monogamous relationships between two people who love one another [n=356]	25	65	9	1
d Legalizing gay marriage is an important civil rights issue, protecting a group of Americans who have been discriminated against in the past [n=422]	30	56	13	1

GM8 Here are some arguments people make AGAINST gay marriage. Please tell me if you hear or read each one frequently, just once in a while, or if you've never heard the argument.

Based on those who got gay marriage question module [N=512]

	HEAR FREQUENTLY	HEAR ONCE IN A WHILE	HAVE NEVER HEARD	DON'T KNOW/ REFUSED
a Marriage is a sacred religious institution that should be between a man and a woman	87	10	3	*
b Legalizing gay marriage sends the message that homosexuality is an acceptable lifestyle	64	24	12	*
c Legalizing gay marriage would open the door to legalizing other forms of marriage, such as polygamy	21	28	48	2
d Legalizing gay marriage would result in more gay couples raising children, and children should only be raised in households where there is a mother and a father	54	35	11	*

GM9 Do you AGREE or DISAGREE with this argument, or have you not really thought much about it?

Based on those who have heard each argument

	AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/ REFUSED
a Marriage is a sacred religious institution that should be between a man and a woman [n=496]	73	21	3	2
b Legalizing gay marriage sends the message that homosexuality is an acceptable lifestyle [n=459]	55	35	8	2
c Legalizing gay marriage would open the door to legalizing other forms of marriage, such as polygamy [n=266]	51	33	15	2
d Legalizing gay marriage would result in more gay couples raising children, and children should only be raised in households where there is a mother and a father [n=458]	55	34	7	4

FT1 Which one of the following statements comes closest to your own view on free trade with other countries...

FT2 Have you always held this position, or has your opinion on this issue changed over time?

Based on those who got free trade question module [N=512]

	CURRENT	
%	31	Free trade has been mostly good for the US economy and American workers
	18	Always held position
	12	Position changed over time
	1	Don't know/Refused
	41	Free trade has been mostly bad for the US economy and American workers
	19	Always held position
	21	Position changed over time
	1	Don't know/Refused
	28	Don't know/Refused

FT3 Do you ever get news or information about the issue of free trade on the Internet or through email?

Based on Internet users who got free trade question module [N=365]

	CURRENT	
%	26	Yes
	74	No
	1	Don't know/Refused

FT4 How often do you get news or information about this issue on the Internet or through email – everyday day or almost everyday, several times a week, several times a month, or less often?

Based on Internet users who get information about free trade online [N=96]

		<u>CURRENT</u>
%	3	Everyday or almost everyday
	26	Several times a week
	37	Several times a month
	34	Less often
	1	Don't know/Refused

FT5 Where have you gotten MOST of your news and information about the issue of free trade? From television, from newspapers, from radio, from magazines, or from the Internet and email?

Based on those who got free trade question module [N=512]

		<u>CURRENT</u>
%	59	Television
	42	Newspapers
	14	The Internet and email
	13	Radio
	9	Magazines
	1	(VOL) Friends or family
	6	(VOL) Other
	5	Don't know/Refused

NOTE: Table exceeds 100% due to multiple response

FT6 Here are some arguments people make in SUPPORT of free trade. Please tell me if you hear or read each one frequently, just once in a while, or if you've never heard the argument.

Based on those who got free trade question module [N=512]

		<u>HEAR FREQUENTLY</u>	<u>HEAR ONCE IN A WHILE</u>	<u>HAVE NEVER HEARD</u>	<u>DON'T KNOW/ REFUSED</u>
a	Free trade results in better products and better prices for American consumers	36	37	26	1
b	Free trade creates demand for US products abroad, which stimulates economic growth and creates jobs here at home	33	37	28	1
c	Free trade is good for the United States because it improves our relationships with other countries	37	40	21	2
d	Free trade creates a strong global economy, which benefits everyone	38	36	25	2

FT7 Do you AGREE or DISAGREE with this argument, or have you not really thought much about it?

Based on those who have heard each argument

	AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/ REFUSED
a Free trade results in better products and better prices for American consumers [n=383]	51	27	20	3
b Free trade creates demand for US products abroad, which stimulates economic growth and creates jobs here at home [n=368]	43	32	22	3
c Free trade is good for the United States because it improves our relationships with other countries [n=399]	51	26	21	2
d Free trade creates a strong global economy, which benefits everyone [n=388]	47	29	20	3

FT8 Here are some arguments people make AGAINST free trade. Please tell me if you hear or read each one frequently, just once in a while, or if you've never heard the argument.

Based on those who got free trade question module [N=512]

	HEAR FREQUENTLY	HEAR ONCE IN A WHILE	HAVE NEVER HEARD	DON'T KNOW/ REFUSED
a Free trade allows companies to exploit workers in developing countries with low wages, poor working conditions and no job security	52	33	13	2
b Because of free trade, corporations have laid off American workers and sent their jobs overseas	70	19	9	1
c Free trade is bad for the environment because a lot of countries have lower environmental standards than the United States	30	35	32	2
d Free trade widens the gap between rich and poor in the United States and in the world as a whole	26	31	41	2

FT9 Do you AGREE or DISAGREE with this argument, or have you not really thought much about it?

Based on those who have heard each argument

	AGREE	DISAGREE	HAVEN'T THOUGHT MUCH ABOUT IT	DON'T KNOW/ REFUSED
a Free trade allows companies to exploit workers in developing countries with low wages, poor working conditions and no job security [n=440]	59	20	19	2
b Because of free trade, corporations have laid off American workers and sent their jobs overseas [n=467]	70	19	8	2
c Free trade is bad for the environment because a lot of countries have lower environmental standards than the United States [n=343]	62	16	18	4
d Free trade widens the gap between rich and poor in the United States and in the world as a whole [n=291]	52	29	16	3

INT1 In the past 12 months, did you happen to visit any of the following websites? Just tell me yes or no.

	YES	NO	DON'T KNOW/ REFUSED
Items a-f based on all Internet users [n=1,036]			
a	59	41	0
b	18	81	*
c	11	89	*
d	There is no item d		
e	10	90	*
f	10	89	1
Items g-h based on Form A Internet users [n=525]			
g	9	91	*
h	10	90	*
Items j-k based on Form B Internet users [n=511]			
j	7	92	*
k	6	94	*
Items m-n based on Internet users who got gay marriage module [n=345]			
m	6	94	*
n	11	89	*
Items o-q based on Internet users who got free trade module [n=365]			
o	8	91	1
p	9	91	1
q	6	93	1

Methodology

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates from June 14 to July 3, 2004, among a sample of 1,510 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.7 percentage points. For results based Internet users (n=1,036), the margin of sampling error is plus or minus 3.3 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.

24

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.

Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. At least 10 attempts were made to complete an interview at sampled households. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. 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 oldest 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.

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 Census Bureau's March 2003 Annual Social and Economic Supplement Survey. 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 2: Sample Disposition

Total Numbers dialed	9114		
Business	789		
Computer/Fax	641		
Other Not-Working	1446		
Additional projected NW	569		
Working numbers	5670	62.2%	
No Answer	146		
Busy	44		
Answering Machine	846		
Callbacks	140		
Other Non-Contacts	120		
Contacted numbers	4374	77.1%	
Initial Refusals	825		
Second Refusals	1675		
Cooperating numbers	1874	42.8%	
No Adult in HH	6		
Language Barrier	269		
Eligible numbers	1599	85.3%	
Interrupted	89		
Completes	1510	94.4%	
Response Rate		31.2%	

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, 62 percent were contacted by an interviewer and 43 percent agreed to participate in the survey. Eighty-five percent were found eligible for the interview. Furthermore, 94 percent of eligible respondents completed the interview. Therefore, the final response rate is 31 percent.

Endnotes

- ¹ May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ² March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- ³ February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ⁴ November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ⁵ July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ⁶ June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ⁷ April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ⁸ March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].
- ⁹ March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].
- ¹⁰ February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ¹¹ December 2002 trends based on daily tracking survey conducted Nov. 25 – Dec. 22, 2002 [N=2,038].
- ¹² November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ¹³ October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ¹⁴ September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ¹⁵ July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ¹⁶ March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ¹⁷ January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ¹⁸ 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.
- ¹⁹ 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.
- ²⁰ 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.
- ²¹ 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.
- ²² 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.
- ²³ February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ²⁴ December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

- ²⁵ November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ²⁶ October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ²⁷ September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ²⁸ July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ²⁹ May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ³⁰ March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ³¹ March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].
- ³² In March through June 2000, Q6 asked only of computer users (Q5=1).
- ³³ Question wording for all trends in Q12/Q12.0 on or before March/May 2002 as follows: “When did you first start going online: was it within the last six months, a year ago, two or three years ago, or more than three years ago?”; “About how many years have you had Internet access?”
- ³⁴ All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.