

Presidential Election Campaign News Source
(Based on All Voters)

	<i>November 2000</i>			<i>November 2004</i>			<i>(N)</i>
	<u>T.V.</u>	<u>Newspaper</u>	<u>Internet</u>	<u>T.V.</u>	<u>Newspaper</u>	<u>Internet</u>	
	%	%	%	%	%	%	
Total	70	39	10	76	46	21	(1209)
Sex							
Male	68	39	12	70	43	24	(530)
Female	71	39	9	80	48	18	(679)
Race							
White	70	40	10	75	46	21	(1051)
Non-white	73	35	13	79	44	23	(139)
Black	75	32	11	84	42	19	(82)
Race and Sex							
White Men	69	39	11	70	44	23	(459)
White Women	70	42	9	80	48	18	(592)
Age							
Under 30	72	21	22	72	23	40	(104)
30-49	64	37	15	72	43	25	(396)
50-64	72	43	5	77	52	16	(383)
65+	78	51	2	85	59	6	(308)
Sex and Age							
Men under 50	65	34	18	67	34	32	(226)
Women under 50	66	33	15	75	40	27	(274)
Men 50+	72	46	5	75	55	15	(299)
Women 50+	77	47	3	86	55	9	(392)
Education							
College Grad.	58	46	12	67	48	31	(517)
Some College	66	35	15	72	39	28	(303)
High School Grad. or Less	79	37	7	85	48	9	(383)
Family Income							
\$75,000+	62	47	14	68	46	29	(328)
\$50,000-\$74,999	64	39	13	72	43	27	(203)
\$30,000-\$49,999	68	41	14	73	50	21	(265)
\$20,000-\$29,999	80	34	7	82	41	19	(122)
<\$20,000	78	32	5	88	43	8	(144)

Question: How did you get most of your news about the presidential election campaign? From television from newspapers, from radio, from magazines, or from the Internet?

Continued on next page...

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	%	%	%	%	%	%	
Total	70	39	10	76	46	21	(1209)
Region							
East	65	41	10	76	51	16	(240)
Midwest	67	43	9	75	44	19	(305)
South	75	32	11	82	43	21	(394)
West	68	46	11	64	46	29	(270)
Religious Affiliation							
Total White Protestant	72	40	9	77	46	18	(583)
- Evangelical	71	38	11	79	43	17	(293)
- Non-Evangelical	72	42	7	74	49	20	(290)
White Catholic	66	46	9	78	47	19	(230)
Secular	65	29	15	68	39	31	(119)
Community Size							
Large City	66	40	16	--	--	--	--
Suburb	67	46	10	--	--	--	--
Small City/Town	73	41	7	--	--	--	--
Rural Area	69	27	14	--	--	--	--
Party ID							
Republican	67	37	10	75	42	17	(443)
Democrat	74	43	7	75	50	22	(390)
Independent	65	39	14	76	46	26	(340)
Party and Ideology							
Conservative Republican	66	39	10	73	36	18	(324)
Moderate/Liberal Rep.	69	33	12	77	54	16	(110)
Conservative/Mod. Dem.	76	41	6	83	50	17	(243)
Liberal Democrat	70	48	9	58	50	36	(133)
When Decided to Vote for...							
Before 2000/2004	70	37	8	73	40	22	(466)
Debates/Conventions	68	43	8	70	48	24	(354)
Post Debates/Conventions	75	37	10	85	48	17	(207)
Within Last Week	63	34	19	84	55	20	(106)
Labor Union							
Union Household	68	45	7	69	48	18	(173)
Non-Union Household	70	38	11	77	45	22	(1022)
Battleground States							
Republican States	--	--	--	79	43	21	(380)
Democratic States	--	--	--	68	44	25	(354)
Battleground States	--	--	--	78	49	18	(475)