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Youth Vote Influenced By Online Information
**INTERNET ELECTION NEWS AUDIENCE SEEKS CONVENIENCE,
FAMILIAR NAMES**

*Conducted in Association with:
Pew Internet & American Life Project*

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INTERNET ELECTION NEWS AUDIENCE SEEKS CONVENIENCE, FAMILIAR NAMES

Campaign 2000 firmly established the Internet as a major source of election news and information. But as the audience for online campaign news has expanded — increasing fourfold over the past four years — it has gone more mainstream in its preferences and pursuits. A majority now cites convenience, not a desire to tap new or different information sources, as the main reason they go online for election news. Many more election news consumers gravitate to the online addresses of major news organizations and web portals than seek out specialized political sites or the candidates' own sites.

Nearly one-in-five Americans (18%) say they went online for election news during this year's campaign, up from 4% who did so in the 1996 campaign. Fully one-third of the online population, which itself has grown dramatically over the past four years, got election news from the Internet. Veteran online users were far more likely to get election news than Internet "newbies": 45% of those who have been online for at least three years used the Internet to access election information, compared to 17% of those who began going online in the past six months.

The Pew Research Center's latest nationwide survey — conducted during October and November among 4,186 online users, in association with the Pew Internet & American Life Project — finds that election *information* draws more election news consumers than participation in online political activities. Nearly seven-in-ten of those who went online for election news sought out information on the candidates' positions.

This information clearly had an impact: 43% of election news consumers say it affected their voting decisions, up from 31% in 1996. The effect of online campaign news has been particularly pronounced among young people. Fully half of online election news consumers under age 30 say the information they received made them want to vote for or against a particular candidate. Still, there has been no indication that the Internet is actually drawing more young people — or for that matter, more people of any age — into the political process. Controlling for other factors related to

Growing Audience for Politics Online

	1996	2000
<i>Ever go online for election news?</i>	%	%
General public	4	18
Online users	22	33
<i>Why go online for election news?*</i>		
Information is more convenient	45	56
Other media don't provide enough news	53	29
Get information not available elsewhere	26	12
Internet news sources reflect personal interests	24	6
Other reason/Don't know	9	12
<i>Did online election news affect vote choice?*</i>		
Yes	31	43
No	69	55
Don't know	<u>0</u>	<u>2</u>
	100	100

* Based on those who go online for election news.

participation, Internet users are no more likely to be engaged in the political process, and show no greater propensity to vote than do non-users.¹

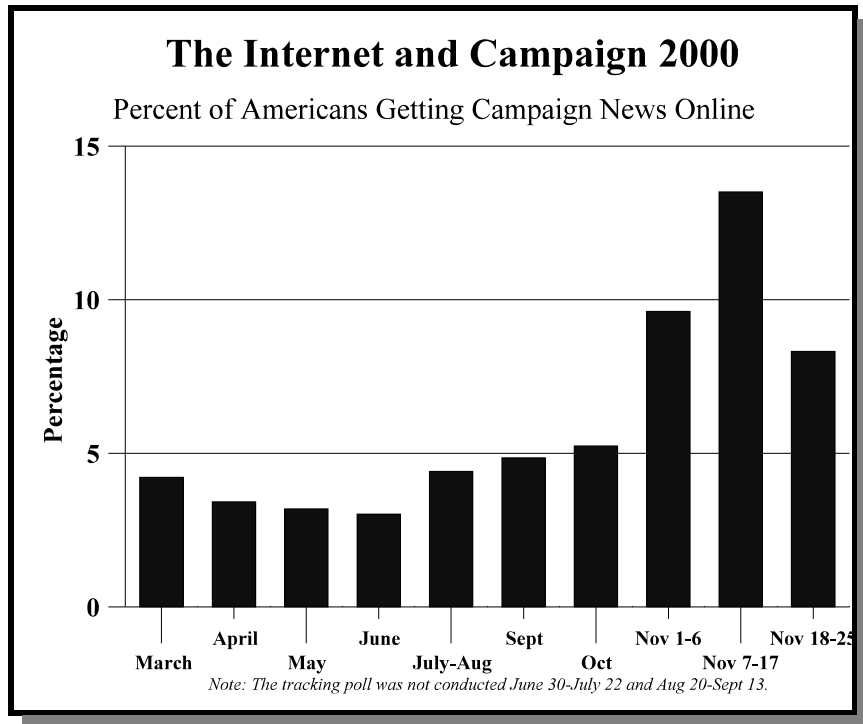
Convenience is the Internet's main appeal as a campaign news source. More than half of those who went online for election news (56%) cited convenience as their main reason for doing so, up from 45% in 1996. During that campaign, when the Internet had yet to fully emerge as a news medium, a majority of election news consumers (53%) said they went online because they weren't getting all the news they wanted from traditional media; just 29% cited that factor in the current survey.

The online audience for election news has shown less interest in engaging in other political activities than it has in accessing political information. But the Internet is beginning to affect the way candidates and voters interact. A sizable minority of those who went online for election news (35%) registered their views in Internet political polls, while 22% used email to contact candidates and 5% made campaign contributions over the Internet.

Online Use Spiked at Campaign's End

On a day-to-day basis, interest in online campaign news peaked around Election Day. Fully 12% of Americans went online for political news on November 7, and 18% went online the day after the election — a more than fourfold increase in the normal traffic for political news. The continuing drama of the post-election story and its fast-moving pace kept people online for election news in the week following November 7. Between 11% and 15% of all Americans followed the story online on any given day during this period.

¹ Based on multivariate analysis using data from a previous Pew Research Center study, "Voter Turnout May Slip Again," July 13, 2000.



The current poll was conducted as part of a larger effort to track Internet use over time. The Pew Internet & American Life Project has been conducting a daily tracking poll almost continually since March 1, 2000, measuring online usage. The level of campaign news consumption remained remarkably stable from March through October; during this period, roughly 3% to 5% of Americans got campaign news online on a typical day. This pattern was not influenced dramatically by important primary contests in March, nor by the conventions or the fall debates.

Digital Divides

While 18% of all Americans say they went online for news about campaign 2000, that figure rises to 28% among those who voted on Nov. 7. Similar questions asked of *voters* on the Pew Research Center Post-Election Poll and the Voter News Service exit polls found a comparable 30% saying they got news about the election from the Internet. That represents a threefold increase from 1996, when only 10% of voters got election news online.

The increase in the use of the Internet for election news over the past four years has been dramatic among most major demographic groups. However, younger people, as well as more educated and wealthier individuals remain the most likely to consume this type of news online. Today, people age 18-29 are more than twice as likely as those over age 50 to

Fewer Internet Newcomers Seek Election News					
<i>Get election news online ...</i>	<i>--When did you start going online?--</i>				
	All Web Users	Within A Year	2-3 Yrs Ago	3 Yrs Ago	>3 Yrs Ago
At least once a week	25	13	16	23	35
Less often	8	4	6	9	10
Never	66	82	77	68	54
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	*	<u>1</u>
	100	100	100	100	100

get news about the election online (25% vs. 10%). This disparity is driven largely by the fact that a much higher proportion of young people use the Internet in the first place. Looking only at Internet users, the survey shows that those under 30 are only slightly more likely to use the web as a source of election news (34%) than are those over 50 (30%).

College-educated citizens are more than three times as likely to get election news online than are people with no more than a high school degree, but this also can be explained largely by the overall disparity in Internet use based on education. In 1996, 9% of college graduates got campaign news online, a figure that has risen to 33% today. The comparable increase among those with a high school degree or less is far smaller in absolute terms, from 2% in 1996 to 8% today. Similarly, members of higher-income households have dramatically increased their use of the web for campaign news, up from 6% to 30% in households earning over \$50,000 per year. The comparable rise among those earning under \$30,000 is from only 2% in 1996 to 10% today.

While 21% of men get at least some news about the election online, only 15% of women do. Though men are somewhat more likely than women to be online users, this gender gap exists even when the analysis focuses solely on the connected. Fully 37% of men who use the Internet get election news while they are there, compared to only 29% of women.

Familiar Names Dominate

With convenience given high priority, it is perhaps not surprising that when Americans went online to learn about campaign 2000, they turned primarily to the major news organizations. When asked where they went most often for news about the 2000 elections, more than half of election news consumers said they went to the websites of major news outlets such as CNN or the New York Times, or the websites of local news organizations in their area.

Nearly three-in-ten said the news sites of commercial online services such as America Online were their primary source for election news. And roughly 20% said they relied mostly on more specialized sources such as political websites, candidate sites, issue-oriented sites, and local government sites.

In spite of the overall increase in online campaign news consumption, political websites and candidate sites were

less popular, on a percentage basis, this year than in 1996. Only 7% of those who went online for election news said they relied mostly on sites that specialize in politics, down from 15% in 1996. The falloff in use of candidate websites has been even more pronounced: 7% this year down from 25% in 1996.

When asked in an open-ended format which *specific* online sources they used most often for campaign news, more named CNN.com than any other single site. Nearly one-quarter of those who got election news online said CNN's website was their primary Internet source — by far the most frequently mentioned source. The next most popular online source, at 16%, was America Online. Yahoo was cited by 8%, MSNBC.com by 6% and Microsoft/MSN by 4%. CNN was also the top destination for election news consumers in 1996, though it wasn't as dominant.

When these open-ended responses are grouped into broader categories, they reinforce the conclusion that the mainstream news organizations dominated Internet coverage of campaign 2000. Nearly half of campaign news consumers named one of the major news organizations' websites when asked which one source they turned to most often. Roughly one-third (34%) named a commercial online service, web portal or search engine. Only 7% named online magazines such as Salon or Slate or political websites, such as Voter.com.

Where Americans Went for Election News	
	<u>Percent of Election News Consumers</u>
<i>Where did you go most often ...</i>	
National and local news organizations	55
National such as CNN or NYT	47
Local news organizations	12
News sites at commercial online services	27
Online publications/Political sites	19
Sites that specialize in politics	7
Candidate websites	7
State/local government websites	6
Issue-oriented websites	4

CNN Visited Most Often

In addition to identifying their primary online sources for election news, respondents were asked whether they had ever visited a number of specific websites for news or information about the 2000 election. CNN.com came out on top again: 20% of all online users say they went there for election news, as did 59% of election news consumers. News features on websites like Yahoo and MSN were also highly rated: 22% of all online users visited these types of sites for campaign news, as did 57% of election news consumers. One-in-five online users visited MSNBC.com for campaign news, as did more than half of all election news consumers.

	<u>Yes</u>	<u>No</u>	<u>Don't</u>
<i>Did you ever go to ...</i>	<u>%</u>	<u>%</u>	<u>%</u>
CNN.com	59	41	*=100
News features on Yahoo or MSN	57	42	1=100
MSNBC.com	52	48	*=100
Websites of broadcast TV networks	45	54	1=100
Websites of national newspapers	33	67	*=100
Local community websites	29	70	1=100
AOL News Channel	27	72	1=100
Websites of weekly news magazines	18	82	*=100
Special interest group websites	16	83	1=100
House, Senate, White House websites	16	83	1=100
C-SPAN's website	15	84	1=100
Wall Street Journal's website	13	86	1=100
PBS online	10	90	*=100
Salon or Slate	7	92	1=100

The websites of the broadcast TV networks, as well as those of national newspapers such as the Washington Post and the New York Times, were also used frequently by election news consumers — 45% and 33%, respectively, say they visited these sites for news about campaign 2000. Websites devoted to local community news were visited by roughly three-in-ten election news consumers. Over a quarter cited the AOL News Channel.

While more Republicans than Democrats went online for election news (37% of Republican online users vs. 34% of Democrats), there are few significant differences between the party groups with regard to the sites they visited. The top five election news sites among Democrats and Republicans who went online for campaign news are identical. Democrats are somewhat more likely than Republicans to have visited the websites of the national newspapers, as well as sites devoted to news or information about their local communities.

Men and women differ only somewhat in terms of where they went on the Internet for election news. Among election news consumers, men are more likely than women to have visited CNN.com and the Wall Street Journal's home page, while women were more likely than men to visit AOL's news channel for campaign news.

More experienced Internet users visited the websites of major news organizations at higher rates than did Internet newcomers. Election news consumers who have been online more than three years are significantly more likely to have visited CNN.com, MSNBC.com, the websites of the national newspapers, and the Wall Street Journal’s home page compared to those who have come online with the past year. Newcomers were slightly more likely to have availed themselves of AOL’s news channel for information on the elections.

Overall, the most experienced Internet users turn to the websites of the major news organizations when seeking election news, rather than commercial online services, web portals and search engines by a margin of 54%-30%. Those who have come online within the last year divide their loyalties more evenly — 40% opting for the websites of major news organizations, 36% using primarily online services, portals and search engines.

Media Sites Seen as More Useful

Respondents who visited the various news sites in search of election news were also asked to evaluate their usefulness. Nearly six-in-ten (57%) of those who went to CNN.com for election news rated that site as very useful, the highest percentage of any website tested. The Wall Street Journal’s site was judged to be very useful by 48% of those who visited it, and nearly as many (47%) gave C-SPAN’s website and PBS online a very useful rating. MSNBC.com and the websites of the national newspapers also received high marks for usefulness by more than four-in-ten of their users. Online-only magazines, such as Salon and Slate, were among the lowest rated for campaign news — only 30% found them very useful.

How Useful Were the Websites?*	
	Percent “Very Useful”
CNN.com	57
Wall Street Journal website	48
C-SPAN’s website	47
PBS online	47
MSNBC.com	43
Websites of national newspapers	42
News features on Yahoo or MSN	41
Websites of broadcast TV networks	37
AOL News Channel	37
Special interest group websites	37
Websites of weekly news magazines	36
Local community websites	36
House, Senate, White House websites	35
Salon or Slate	30

* Ratings for each site are based on all Internet users who visited the site.

Campaign websites were used much less frequently than were media-sponsored sites. Only 8% of online users and 28% of election news consumers visited the website of a candidate or campaign to get news or information about the 2000 elections. Even fewer visited the Bush/Cheney and Gore/Lieberman sites — 7% and 6% of online users, respectively (less than one quarter of election news consumers). Just over one-third of online users who visited these sites found them very useful.

Convenience is Key

The importance of convenience in the rise of the Internet as an election news source is seen in a number of ways. Not only do most election news consumers cite that as their top reason for going online for such information, but also 45% of all Internet users say they encounter election news inadvertently, when they have gone online for other purposes.

Veteran Internet users are the most likely to run into election news by happenstance while going online for other purposes, and more in this group cite convenience as their main motivation. Newer Internet users are the least likely to cite convenience as the reason they log on for election news.

The reasons for seeking election news online also vary according to age and gender. Less than half of older users cite convenience as their chief motivation for seeking election news online, compared to nearly 60% of those under 50. These older election news consumers are somewhat more likely than their younger counterparts to say they go to the web because they don't get all the news and information they want from traditional news sources. Men, too, are slightly less likely than women to cite convenience as their reason for seeking election news online, and are more driven than are women by a desire for more news than the newspapers or television can provide.

Content vs. Convenience			
(Based on Those Who Get Election News Online)			
<i>Why do you go online for election news?</i>	<i>--- Age Group ---</i>		
	<u>18-29</u>	<u>30-49</u>	<u>50+</u>
	%	%	%
Information is more convenient	61	58	45
Other media don't provide enough news	25	30	34
Get information not available elsewhere	11	11	14
Internet news sources reflect personal interests	7	6	5

Chat Groups Less Popular

Not surprisingly, the vast majority of election news consumers say they went online for information about the presidential race rather than down-ballot contests. Fully 85% of this group went on the Internet for information about the presidential campaign, while 17% looked for material related to local races, and 15% were primarily interested congressional elections.

For the most part, those who go online for election news are simply seeking information, and they participate in other online activities at much lower rates. Fully 69% of election news consumers sought information about the candidates' positions on the issues, and 33% sought background on candidates' voting records. Younger users were more interested than older ones in information about candidate positions

Online Activism
(Based on Those Who Get Campaign News Online)

	All Election	Age Group		
	News Users	18-29	30-49	50+
	%	%	%	%
Get info on candidate positions	69	76	67	60
Take electronic polls	35	34	31	44
Get info on voting records	33	28	34	36
Get or send e-mail about cand.	22	24	20	24
Get info on when/where to vote	16	24	14	7
Participate in chat rooms	8	13	6	5
Contribute money	5	4	4	6

and when and where to vote, while older users were somewhat more interested than their younger counterparts in information about candidates' voting records.

Participating in Internet political polls was a relatively popular activity in the 2000 campaign, with 35% indicating they had registered their views in an online survey. Other activities — particularly participating in online political chat groups — held far less interest for the online election news audience. Just 8% joined such chat forums this year, compared to 31% who did so in the 1996 campaign. Younger election news consumers were more likely to participate in chat groups than their older counterparts, but older consumers were more likely to register their opinions in electronic polls. In general, Internet veterans and newcomers participated in online political activities at comparable levels.

Republicans hold a clear advantage in online activism over Democrats, measured in terms of interactive participation. More GOP consumers of online election news reported sending or receiving e-mail supporting or opposing a candidate (29% to 20% among Democrats); Republicans were also more likely to participate in online polls (39% to 31%) and more likely to contribute money through candidate websites (6% to 3%).

Whites tend to go online at higher rates than minorities. But there are few differences in what whites and minorities *do* once they log on, at least as far as election news is concerned. Similar percentages whites and minorities got news about the elections online, and they cite the same reasons for going there — primarily convenience. However, two differences do arise with respect to race and ethnicity. Nearly one-in-four (23%) blacks and 36% of Hispanics who go online for election news say they sought information about when and where to vote, compared to only 15% of whites. Similarly, minority news consumers were more likely than whites to participate in online discussions about the elections. Fully 24% of black and 12% of Hispanic online news users took part in chat groups, compared to only 6% of whites.

Impact of Online News

With more and more Americans turning to the Internet for election news, there is strong evidence that what they learn is making a difference in how they vote. Younger voters, in particular, found online information to be influential.

<i>Vote choice affected by online information ...</i>	<i>--- Age Group ---</i>		
	<u>18-29</u>	<u>30-49</u>	<u>50+</u>
All online news users	50	43	34
Men	52	43	27
Women	49	44	44

While half of online news consumers under age 30 say their voting decisions were affected by information they received, 43% of those 30-49 and 34% of those 50 and older say the same. This pattern is most notable among men, with younger men nearly twice as likely to be affected by online information as older men. Women of all ages found online information be about equally persuasive.

Internet veterans not only are more likely to follow election news online, they also are more likely than Internet newcomers to be influenced by that news. Fully 49% of those who have been online for more than three years say online information made them more or less likely to vote for a candidate, compared to only 38% of those who went online more recently.

More Turn to Cable

Despite the rise of the Internet as a source of election news, most Americans who followed the results of the presidential election and its confusing aftermath overwhelmingly turned to television for information. More than eight-in-ten of those who were at least somewhat interested in the election results (83%) got their news from television.

	<u>Early Nov 1996</u>	<u>Early Nov 2000</u>	<u>Late Nov 2000</u>
	%	%	%
Television	72	70	83
Network	36	22	23
Local	23	21	30
Cable	21	36	41
Newspapers	60	39	24
Radio	19	15	17
Magazines	11	4	1
Internet	3	11	10

*Numbers add to more than 100% because respondents could list up to two primary sources. Early November numbers are based on voters and Late November numbers are based on respondents following the outcome of election.

As was the case during the campaign, cable television dominated the network and local outlets as a primary source of news about the election results and post-election wrangling. Fully four-in-ten (41%) of those who have been tracking these developments turned to cable, compared to 30% who tuned into local television news and 23% who cited network news. Only 24% cited newspapers as their primary source for information on the results of the election and its aftermath.

Just one-in-ten cited the Internet as a primary source, but another 11% who relied mostly on other forms of media also say they have gotten some news about the election online. Clearly, many of those who are following this story online are political junkies: 21% say they check in on Internet sites for updates several times a day.

Overall, slightly more than one-third of the public (35%) has paid very close attention to the ongoing political battles over the presidential election. Another 39% say they have followed this story fairly closely. Interest in the post-election situation is comparable to public attentiveness to major news developments in the Monica Lewinsky affair. But nearly twice as many Americans (68%) paid very close attention to last year's shootings at Columbine High School.

Interest in this matter declined over the duration of the survey. In the initial post-election period (Nov. 10-17), 38% of the public paid very close attention to the stalemate: in week two (Nov. 18-26), that figure dropped to 31%.

ABOUT THE SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 8,378 adults, 18 years of age or older, during the period October 10 - November 26, 2000.

For results based on the total sample during October 10 - November 19 (N=7,426), one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 1.5 percentage point. For results based on online users (N=4,186) during this period, the sampling error is plus or minus 2 percentage points. For results based on election news consumers (N=1,435) during this period, the sampling error is plus or minus 3 percentage points.

For results based on online users (N=2,876) during the period of October 10 - November 9, the sampling error is plus or minus 2 percentage points. For results based on election news consumers (N=841) during this period, the sampling error is plus or minus 4 percentage points.

For results based on all adults (N=3,234) during the period November 10-26, the sampling error is plus or minus 2 percentage points.

ONLINE FOR ELECTION NEWS BY DEMOGRAPHICS

(Based on General Public)

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>(N)</u>
	%	%	%	
Total	4	6	18	(7426)
Sex				
Male	5	9	21	(3629)
Female	2	3	15	(3797)
Age				
Under 30	5	8	25	(1540)
30-49	5	8	22	(2985)
50-64	2	4	15	(1446)
65+	*	2	3	(1272)
Sex and Age				
Men under 50	7	10	25	(2359)
Women under 50	4	20	(2166)	
Men 50+	2	4	13	(1207)
Women 50+	2	2	7	(1511)
Race				
White	4	7	19	(5953)
Black	3	2	12	(807)
Hispanic*	n/a	6	16	(499)
Education				
College Grad.	9	12	33	(2281)
Some College	4	9	24	(1821)
High School Grad.	2	2	10	(2523)
<H.S. Grad.	1	0	4	(710)
Region				
East	4	7	18	(1367)
Midwest	4	6	16	(1810)
South	4	4	16	(2830)
West	5	9	23	(1419)

* The designation Hispanic is unrelated to the white-black categorization.

Reading this Table: This table shows the percentage of each demographic group that goes online for election news. For example, the first column shows that 4% of the general public went online for election news in 1996, 5% of men went online for election news, while 2% women went online for election news.

Question: Do/Did you ever go online to get news or information about the 2000 elections?

Continued ...

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>(N)</u>
	%	%	%	
Total	4	6	18	(7426)
Family Income				
\$75,000+	7	12	34	(1173)
\$50,000-\$74,999	6	13	27	(1014)
\$30,000-\$49,999	5	7	20	(1534)
\$20,000-\$29,999	2	6	12	(888)
<\$20,000	2	2	8	(1067)
Party ID				
Republican	4	10	23	(2097)
Democrat	4	4	16	(2443)
Independent	4	3	18	(1969)
Party and Ideology				
Conservative Republican	n/a	n/a	26	(1277)
Moderate/Liberal Republican	n/a	n/a	20	(726)
Conservative/Moderate Democrat	n/a	n/a	14	(1571)
Liberal Democrat	n/a	n/a	25	(703)
Marital Status				
Married	4	6	19	(4133)
Not Married	4	7	16	(3208)
Parental Status				
Parent	n/a	6	21	(2651)
Non-Parent	n/a	6	16	(4746)
Employment Status				
Full-time	n/a	n/a	23	(4038)
Part-time	n/a	n/a	20	(841)
Retired	n/a	n/a	5	(1455)
Not-employed	n/a	n/a	15	(786)
Disabled	n/a	n/a	5	(127)
Student (working and non-working)	n/a	n/a	34	(1040)

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
2000 CAMPAIGN AND INTERNET
 -- FINAL TOPLINE --
 October 10 - November 26, 2000

NOTE: Q.1 THROUGH Q.12 ARE TIME SPECIFIC. USE PRESENT TENSE BEFORE THE ELECTION (NOV. 7th) AND PAST TENSE AFTER THE ELECTION (from NOV. 8th on).

Q.1 THROUGH Q.5 ASKED OCTOBER 10 THROUGH NOVEMBER 19, 2000: [N=4,186 ONLINE USERS]

Q.1 Do/Did you ever go online to get news or information about the 2000 elections? (IF YES, ASK: How often do/did 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?)

		<u>Nov 1998</u>	<u>Oct 1996</u>
4	More than once a day	1	*
6	Everyday	3	2
6	3-5 days per week	2	2
9	1-2 days per week	4	8
8	Less often	5	10
66	No/Never — GO TO Q.8	84	78
<u>1</u>	Don't know/Refused — GO TO Q.8	<u>1</u>	<u>0</u>
100		100	100

Q.2 THROUGH Q.7 BASED ON THOSE GOING ONLINE FOR ELECTION NEWS (Q.1=1-5): [N=1,435]

Q.2 Where do/did you go most often for news and information about the 2000 elections? (READ CATEGORIES) (ACCEPT MULTIPLE RESPONSES)

		<u>Nov 1998</u>	<u>Oct 1996</u>
27	The news sites of commercial online services such as America Online ²	26	38
47	The Websites of major news organizations such as CNN or the New York Times	50	50
12	The websites of local news organizations in your area	29	--
7	Sites that specialize in politics	16	15 ³
7	Websites set up by the candidates themselves	7	25
4	Issue-oriented websites	14	--
6	The websites of state or local governments	20	--
15	Or some other source (SPECIFY)	10	7
2	Don't know/Refused	9	6

² In 1996 and 1998 the category was listed as "The news sites of commercial online services such as America Online or CompuServe."

³ In 1996 the category was listed as "Political information sites such as Politics Now."

Q.3 What ONE online source would you say you use/used the most often when you are/were looking for news or information about the 2000 elections? (open-end) **(INTERVIEWER: PROBE FOR A SPECIFIC SOURCE; ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE)**

		<u>Oct 1996</u>
24	CNN	20
16	America Online	17
8	Yahoo	7
6	MSNBC	2
4	Microsoft/MSN	--
3	Local News Site	--
3	New York Times	2
2	Fox News	--
2	ABC News	--
2	USA Today	1
1	Netscape	1
1	Washington Post	--
1	Excite	--
1	NBC	--
1	Drudge Report	--
1	Candidate page (unspecified)	--
1	Rush Limbaugh	--
*	Voter.com	--
*	Time magazine	--
*	CNBC	--
*	Wall Street Journal	4
*	Ask Jeeves	--
*	Al Gore webpage	--
*	CBS	--
*	George Bush webpage	--
*	Slate	--
*	US News & World Report	--
*	Salon	--
*	C-SPAN	--
*	Newsweek	--
*	Business Week	--
17	Other	41 ⁴
6	Don't Know	16

Q.4 When you go/went online to get information about the ELECTIONS, do/did you ever do any of the following things. First, do/did you ever **(INSERT ITEM; ROTATE)?**

		<u>Yes</u>	<u>No</u>	<u>DK</u>
a.	Participate in online discussions or "chat" groups about the elections	8	92	*=100
	November, 1998	13	87	*=100
	October, 1996 ⁵	31	69	*=100
b.	Register your own opinions by participating in an electronic poll	35	65	*=100
	November, 1998	26	74	*=100
	October, 1996	34	66	0=100
c.	Get information about a candidate's voting record	33	67	*=100
	November, 1998	30	70	*=100

4 "Other" category includes online sources mentioned in 1996 that are not listed in the current survey.

5 In October 1996 item was "Participate in online discussions or 'chat' groups."

Q.4 CONTINUED ...

	<u>Yes</u>	<u>No</u>	<u>DK</u>
d. Get information about when and where to vote November, 1998	16 12	84 88	*=100 *=100
e. Get or send email supporting or opposing a candidate for office November, 1998	22 22	78 78	*=100 *=100
f. Contribute money to a candidate running for public office through his or her website	5	95	*=100
g. Look for more information about candidates' positions on the issues	69	31	*=100

Q.5 Which of the following comes closest to describing WHY you go/went online to get news and information about the 2000 elections? (**READ CATEGORIES; ACCEPT MULTIPLE RESPONSES**)

	<u>Oct 1996</u>
12 Because you can get information on the Web that is not available elsewhere	26
56 Because getting information online is more convenient for you	45
6 Because the Web offers news sources that reflect your own interests or values	24
29 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, OR	53
11 Some other reason (SPECIFY)	5
1 Don't know/Refused	4

Q.6 AND Q.7 ASKED OCTOBER 10 THROUGH NOVEMBER 9, 2000: [N=841]

Q.6 When you go/went online to get news and information about the 2000 elections, are/were you usually looking for information on the presidential election, the congressional elections, or the local elections in your town, county or city? (**ACCEPT MULTIPLE RESPONSES**)

	<u>Oct 1996</u>
85 Presidential	90
15 Congressional	33
17 Local	24
4 Don't know/Refused	1

Q.7 Has/Did any of the information you (have) received online about the 2000 elections made/make you want to vote for or against a particular candidate?

	<u>Nov 1998</u>	<u>Oct 1996⁶</u>
43 Yes	34	31
55 No	63	69
<u>2</u> Don't know/Refused	<u>3</u>	<u>0</u>
100	100	100

⁶ In October 1996 question was worded "Has any of the information you have received online about the 1996 elections influenced you choice of candidates?"

P.1 THROUGH Q.9 ASKED OCTOBER 10 THROUGH NOVEMBER 19, 2000:

P.1 Please tell me if you ever do any of the following when you go online. Do you ever ... get news online?

BASED ON ONLINE USERS: [N=4,186]

Pew	
<u>Internet</u> ⁷	
61	Yes
39	No
*	Don't know/Refused
100	

Q.8 THROUGH Q.11 ASKED OF RESPONDENTS WHO EVER "GET NEWS ONLINE" (SAID "YES" IN P.1):

Q.8 Now I am going to ask you about some specific websites. For each one that I name, tell me if you ever go/went onto it to get news or information about the 2000 elections. Only tell me if you go/went onto this site for election news. Don't tell me yes if you go/went to this site for other kinds of news but NOT for election news. (First,) do/did you ever go onto (INSERT ITEM; ROTATE) to get election news? (CONTINUE WITH Q.9 BEFORE REPEATING QUESTION FOR NEXT ITEM.)

	BASED ON ONLINE USERS: [N=4,186]				BASED ON ELECTION NEWS CONSUMERS: [N=1,255]		
	Yes	No	DK/Ref	Not online news user	Yes	No	DK/Ref.
a. The Websites of the Broadcast TV networks — ABC, NBC or CBS	16	44	1	39=100	45	54	1=100
b. The Websites of national newspapers such as the Washington Post, the New York Times or Los Angeles Times	11	49	1	39=100	33	67	*=100
c. The Wall Street Journal Home Page	5	55	1	39=100	13	86	1=100
d. C-SPAN's website	5	55	1	39=100	15	84	1=100
e. MSNBC.com	19	42	*	39=100	52	48	*=100
f. CNN.com	20	40	1	39=100	59	41	*=100
g. A website devoted to news or information about your local community	12	48	1	39=100	29	70	1=100
h. The websites of national news magazines such as Time or Newsweek	6	54	1	39=100	18	82	*=100
i. Online-only magazines such as Salon or Slate	2	58	1	39=100	7	92	1=100
j. PBS Online	4	56	1	39=100	10	90	*=100
k. The web pages of the House of Representatives, the Senate or the White House	6	55	*	39=100	16	83	1=100
l. AOL News Channel	10	50	1	39=100	27	72	1=100
m. News features on websites like yahoo.com or msn.com	22	38	1	39=100	57	42	1=100
n. The websites of special interest groups	6	54	1	39=100	16	83	1=100

7

P.1 is taken from a survey conducted for the Pew Internet & American Life Project, Fall 2000.

Q.9 Would you say you find/found this website to be very useful, somewhat useful, or not useful?

BASED ON ONLINE USERS:

	<u>Very</u>	<u>Somewhat</u>	<u>Not</u>	<u>DK/Ref.</u>	<u>(N)</u>
a. The Websites of the Broadcast TV networks -- ABC, NBC or CBS	37	59	4	*=100	(706)
b. The Websites of national newspapers such as the Washington Post, the New York Times or Los Angeles Times	42	52	5	1=100	(506)
c. The Wall Street Journal Home Page	48	50	2	*=100	(220)
d. C-SPAN's website	47	50	2	1=100	(238)
e. MSNBC.com	43	54	3	*=100	(808)
f. CNN.com	57	41	2	0=100	(889)
g. A website devoted to news or information about your local community	36	55	8	1=100	(514)
h. The websites of national news magazines such as Time or Newsweek	36	60	4	*=100	(266)
i. Online-only magazines such as Salon or Slate	30	57	13	0=100	(104)
j. PBS Online	47	46	5	2=100	(177)
k. The web pages of the House of Representatives, the Senate or the White House	35	54	10	1=100	(250)
l. AOL News Channel	37	58	4	1=100	(431)
m. News features on websites like yahoo.com or msn.com	41	55	4	*=100	(963)
n. The websites of special interest groups	37	53	9	1=100	(259)

Q.10 THROUGH Q.12 ASKED OCTOBER 10 THROUGH NOVEMBER 9, 2000:

Q.10 Now thinking about some campaign websites, do/did you ever go onto (INSERT ITEM; ROTATE) to get news or information about the 2000 elections?

	BASED ON ONLINE USERS: [N=2,876]				BASED ON ELECTION NEWS CONSUMERS: [N=737]		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Not online news user</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
a. The website of a candidate or campaign	8	51	1	40=100	28	71	1=100
b. The Gore/Lieberman campaign website	6	53	1	40=100	21	78	1=100
c. The Bush/Cheney campaign website	7	52	1	40=100	24	75	1=100
d. Rock the Vote	2	57	1	40=100	7	92	1=100
e. Voter.com	3	56	1	40=100	12	87	1=100
f. The websites of the Democratic and Republican National Committees	6	53	1	40=100	19	80	1=100

Q.11 Would you say you find/found this website to be very useful, somewhat useful, or not useful?

BASED ON ONLINE USERS:

	<u>Very</u>	<u>Somewhat</u>	<u>Not</u>	<u>DK/Ref.</u>	<u>(N)</u>
b. The Gore/Lieberman campaign website	37	52	10	1=100	(181)
c. The Bush/Cheney campaign website	36	54	9	1=100	(199)
f. The websites of the Democratic and Republican National Committees	32	58	9	1=100	(166)

ASK ALL INTERNET USERS: [N=2,876]

Q.12 When you go/went online do/did you ever encounter or come across news and information about the 2000 elections when you may have been going online for a purpose other than to get the news?

45	Yes
53	No
<u>2</u>	Don't Know/Refused
100	

N.1 THROUGH N.5 ASKED NOVEMBER 10, 2000 THROUGH NOVEMBER 26, 2000: [N=3,234 GENERAL PUBLIC]

BASED ON ALL RESPONDENTS (ONLINE AND NON-ONLINE):

N.1 How closely have you followed news about the outcome of the presidential election since Election Day and questions about who won? Have you followed this... **(READ)**

35	Very closely
39	Fairly closely
17	Not too closely, or
8	Not at all closely
<u>1</u>	Don't know/Refused (VOL.)
100	

IF FOLLOWED STORY (N.1=1, 2 OR 3), ASK: [N=2,955]

N.2 How have you been getting most of your news about the presidential election results and questions about who won? From television, from newspapers, from radio, from magazines or from the Internet? **(ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE.)**

IF "TELEVISION" (N.2=1), ASK:

N.3 Have you been getting most of your news about the presidential election results and questions about who won from network TV news, from local TV news, or from cable news networks such as CNN or MSNBC? **(ACCEPT TWO ANSWERS; DO NOT PROBE.)**

83	Television
23	Network
30	Local
41	Cable
1	Other (VOL.)
2	Don't know/Refused
24	Newspapers
17	Radio
1	Magazines
10	Internet
2	Other
*	Don't know/Refused

ASK ALL EXCEPT THOSE WHO ANSWERED "INTERNET" (N.2=5):

N.4 Have you gotten any news or information about the presidential election results and questions about who won from the Internet, or not?

11 Yes
 78 No
1 Don't know/Refused
 90%

**BASED ON THOSE WHO GET NEWS ABOUT ELECTION RESULTS FROM THE INTERNET (N.2=5 OR N.4=1):
 [N=659]**

N.5 How often have you checked Internet sites to get the latest news about the presidential election results and questions about who won... (READ)

21 Several times a day
 36 About once a day
 26 Every few days, or
 16 Less often
1 Don't know/Refused
 100

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
 SELECTED INTERNET QUESTIONS**

Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

BASED ON GENERAL POPULATION:

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
October, 2000 RV	73	27	*=100
September, 2000 RV	72	28	0=100
July, 2000	68	31	1=100
June, 2000	68	31	1=100
April, 2000	68	32	*=100
March, 2000 ⁸	72	28	0=100
February, 2000	67	33	*=100
January, 2000	68	32	*=100
December, 1999	67	33	*=100
October, 1999	67	33	*=100
Late September, 1999	68	32	*=100
September, 1999	70	30	*=100
August, 1999	67	33	*=100
July, 1999	68	32	*=100
June, 1999	64	35	1=100
May, 1999	66	33	1=100
April, 1999	71	29	*=100
March, 1999	68	32	*=100
February, 1999	68	32	*=100
January, 1999	69	31	*=100
Early December, 1998	64	36	*=100
Early September, 1998	64	36	*=100
Late August, 1998	66	34	0=100
Early August, 1998	66	34	*=100
April, 1998	61	39	*=100

8

In March 2000, "or anywhere else" was added to the question wording.

Computer use continued ...

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
January, 1998	65	35	*=100
November, 1997	66	34	*=100
June, 1997	60	40	0=100
Early September, 1996	56	44	*=100
July, 1996	56	44	*=100
April, 1996	58	42	*=100
March, 1996	61	39	*=100
February, 1996	60	40	0=100
January, 1996	59	41	0=100

IF YES (USE A COMPUTER), ASK:

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

BASED ON TOTAL GENERAL POPULATION RESPONDENTS:

	<u>Goes Online</u>	<u>Doesn't Go Online</u>	<u>DK/Ref.</u>
October, 2000 RV	62	11	0=100
September, 2000 RV	60	40	0=100
July, 2000	55	45	*=100
June, 2000	56	44	*=100
April, 2000	54	46	*=100
March, 2000	61	39	0=100
February, 2000	52	48	0=100
January, 2000	52	48	*=100
December, 1999	53	47	0=100
October, 1999	50	50	0=100
Late September, 1999	52	48	*=100
September, 1999	53	47	0=100
August, 1999	52	48	0=100
July, 1999	49	51	0=100
June, 1999	50	50	*=100
May, 1999	48	52	0=100
April, 1999	51	49	*=100
March, 1999	49	51	*=100
February, 1999	49	51	*=100
January, 1999	47	53	*=100
Early December, 1998	42	58	0=100
November, 1998	37	63	*=100
Early September, 1998	42	58	*=100
Late August, 1998	43	57	*=100
Early August, 1998	41	59	*=100
April, 1998	36	64	0=100
January, 1998	37	63	0=100
November, 1997	36	63	1=100
July, 1996	23	77	0=100
April, 1996	21	79	*=100
March, 1996	22	78	0=100
February, 1996	21	79	*=100
January, 1996	21	79	0=100
June, 1995 ⁹	14	86	*=100

⁹

The 1995 figure combines responses from two separate questions:

(1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?)

(2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

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? (**ACCEPT TWO ANSWERS. IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE**)

IF RESPONDENT ANSWERED 'TELEVISION' ASK:

Did you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN or MSNBC? (**ACCEPT TWO ANSWERS; DO NOT PROBE**)

BASED ON VOTERS:	<u>Nov 2000</u>	<u>Nov 1996</u>	<u>Nov 1992</u>
Television	70	72	82
Network	22	36	55
Local	21	23	29
Cable ¹⁰	36	21	29
Other (DON'T READ)	1	4	2
Don't know	1	2	1
Newspapers	39	60	57
Radio	15	19	12
Magazines	4	11	9
Internet	11	3	--
Other	1	4	6
Don't know/Refused	*	1	1

ASK ALL EXCEPT THOSE WHO ANSWERED 'INTERNET':

Did you happen to get any news or information about the 2000 elections from the Internet, or not?

BASED ON VOTERS:	<u>Nov 2000</u>	<u>Nov 1996</u>
Yes	19	7
No	70	90
Don't Know/Refused	*	*
	<u>89</u>	<u>97</u>

¹⁰

In 1996 and 1992, "cable news networks" was worded as "CNN."

How have you been getting most of your news about the presidential election campaign? From television, from newspapers, from radio, from magazines, or from the Internet? (**ACCEPT TWO ANSWERS; IF ONLY ONE RESPONSE IS GIVEN, PROBE FOR ONE ADDITIONAL RESPONSE**) Any others?¹¹

BASED ON GENERAL POPULATION:

	June <u>2000</u>	Feb <u>2000</u>	Jan <u>2000</u>	Sept <u>1996</u>	April <u>1996</u>	Feb <u>1996</u>	Sept <u>1992</u>	Jun <u>1992</u>	May <u>1992</u>	March <u>1992</u>	Feb <u>1992</u>
Television	65	73	75	75	81	85	83	84	86	83	80
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
Don't know/Refused	2	1	1	1	1	1	1	*	1	*	1

IF RESPONDENT ANSWERED 'TELEVISION' ASK:

Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from cable news networks such as CNN and MSNBC?¹² (**ACCEPT TWO ANSWERS; DO NOT PROBE**)

BASED ON GENERAL POPULATION:

	June <u>2000</u>	Feb <u>2000</u>	Jan <u>2000</u>	Sept <u>1996</u>	April <u>1996</u>
Network	17	20	24	29	39
Local	24	28	25	31	34
Cable	25	30	31	25	23
Other (VOL.)	1	2	1	1	2
Don't know/Refused	*	1	1	1	1

¹¹ In 1996 the "Internet" category was worded "computer on-line sources."

¹² In 1996, the question was worded: "Do you get most of your news about the presidential campaign from network TV news, from local TV news, or from CNN?"