

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
OCTOBER 1996 TECHNOLOGY ON-LINE RE-INTERVIEW
--TOPLINE --
October 21-31, 1996
N=1,003 Online Users

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. Several months ago we were conducting a telephone opinion survey for leading newspapers and TV stations around the country, and we spoke with a (INSERT SEX AND AGE) in your household. I'd like to ask (HIM/HER) a few additional questions to follow up on that previous interview. Is (HE/SHE) available?

IF PEW RESPONDENT DOES NOT ANSWER THE PHONE, USE THE FOLLOWING INTRODUCTION WHEN HE OR SHE DOES GET ON THE LINE:

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. Several months ago you participated in a telephone opinion survey we were conducting for leading newspapers and TV stations around the country. I'd like to ask you a few additional questions to follow up on that previous interview.

Screener to be used for all respondents:
THE FIRST QUESTION IS...

Q.1 Do you ever use a computer at work, school or home to connect with other computers over the Internet, with the World Wide Web, or with information services such as America Online or Prodigy?

98 Yes -- **PROCEED TO Q.2**

2 No -- **IF RESPONDENT IS A FORMER ON-LINE USER, GO TO Q.1a; IF RESPONDENT IS A NON-ON-LINE USER, SKIP TO D.4**

0 Don't know/Refused -- **IF RESPONDENT IS A FORMER ON-LINE USER, GO TO Q.1a; IF RESPONDENT IS A NON-ON-LINE USER, SKIP TO D.4**

100

Q.1a The last time we spoke with you, you said that you DID sometimes go online. Have you stopped going on line? Why is that? (**open-end**) (**IF NO:** So would you say you DO use a computer to go online?)

IF RESPONDENT ANSWERED 'YES' THEY'VE STOPPED GOING ON-LINE, ASK THE FOLLOW UP QUESTION AND SKIP TO D.4.

IF RESPONDENT ANSWERED 'NO' THEY HAVE NOT STOPPED GOING ON-LINE AND 'YES' THEY DO USE A COMPUTER TO GO ON-LINE, PROCEED TO Q.2.

Q.2 Do you happen to read any daily newspaper or newspapers regularly, or not?

June 1995

72	Yes	74
28	No	26
<u>0</u>	Don't know/Refused	<u>0</u>
100		100

**I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT HOW YOU SPENT YOUR DAY YESTERDAY ...
INTERVIEWER NOTE: FOR QUESTIONS 3-5 PLEASE DETERMINE WHAT DAY OF THE WEEK IT
IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY". IF THE DAY IS NOT
SUNDAY, READ "YESTERDAY".**

Q.3 Did you get a chance to read a daily newspaper yesterday, or not?

IF RESPONDENT ANSWERED '1' YES, READ NEWSPAPER IN Q.3 ASK:

Q.3a About how much time did you spend reading a daily newspaper yesterday? **(DO NOT READ)**

June 1995

55	Yes -- GO TO Q.3a	63
7	Less than 15 min.	7
18	15-29 min.	19
19	30-59 min.	25
10	1 hour or more	12
1	Don't know/Refused	*
45	No -- GO TO Q.4	37
<u>0</u>	Don't know/Refused -- GO TO Q.4	<u>*</u>
100		100

ASK ALL:

Q.4 Did you watch the news or a news program on television yesterday, or not?

IF RESPONDENT ANSWERED '1' YES, WATCHED IN Q.4 ASK:

Q.4a About how much time did you spend watching the news or any news programs on TV yesterday?

June 1995

61	Yes -- GO TO Q.4a	63
4	Less than 15 min.	3
10	15-29 min.	10
24	30-59 min.	24
22	1 hour or more	26
1	Don't know/Refused	0
39	No -- GO TO Q.5	37
$\frac{*}{100}$	Don't know/Refused -- GO TO Q.5	$\frac{*}{100}$

ASK ALL:

Q.5 About how much time, if any did you spend listening to any news on the radio yesterday or didn't you happen to listen to the news on the radio yesterday?

June 1995

52	Yes	51
20	Less than 15 min.	14
11	15-29 min.	11
9	30-59 min.	12
12	1 hour or more	14
47	Didn't listen	49
$\frac{1}{100}$	Don't know/Refused	$\frac{*}{100}$

NO QUESTION 6-8

**ASK ALL:
ON ANOTHER SUBJECT...**

Q.9 Generally, speaking, how much interest would you say you have in politics: a great deal, a fair amount, only a little, or no interest at all?

24	Great deal
45	Fair amount
27	Only a little
4	None
<u>*</u>	Don't know/Refused
100	

Q.10 How often would you say you vote... (**READ**)

General Public
Pew Research Center
Oct 1996

51	Always	42
27	Nearly always	26
9	Part of the time, OR	11
7	Seldom?	11
4	Never vote (VOL -- DO NOT READ)	8
2	Other response (VOL -- DO NOT READ)	2
<u>*</u>	Don't know/Refused (DO NOT READ)	<u>*</u>
100		100

NOW I'D LIKE TO ASK YOU SOME QUESTIONS ABOUT THE UPCOMING ELECTIONS ...

- Q.11 If the presidential election were being held TODAY, would you vote for the Democratic ticket of Bill Clinton and Al Gore, for the Republican ticket of Bob Dole and Jack Kemp, or for the Reform party ticket of Ross Perot and Pat Choate? **(INTERVIEWER: CHOATE RHYMES WITH BOAT)**
- Q.11a Do you support **(INSERT CHOICE FROM Q.11)** strongly or only moderately?
- Q.11b As of TODAY, do you lean more to Clinton, the Democrat, more to Dole, the Republican, or more to Perot, the Reform party candidate?

General Public
Pew Research Center
Oct 1996

BASED ON REGISTERED VOTERS: [N=831]

48	Clinton/Lean Clinton	51
	25 Strongly	25
	23 Only Moderately	26
	0 Don't Know	*
38	Dole/Lean Dole	34
	19 Strongly	17
	19 Only Moderately	16
	* Don't Know	1
11	Perot/Lean Perot	8
	4 Strongly	3
	7 Moderately	5
	0 Don't Know	*
<u>3</u>	Other Candidate/Undecided	<u>7</u>
100		100

ASK ALL:

- Q.12 Suppose the 1996 elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?
- Q.12a As of TODAY, do you LEAN more to the Republican or the Democrat?

General Public
Pew Research Center
Oct 1996

BASED ON REGISTERED VOTERS: [N=831]

50	Republican	42
45	Democrat	49
<u>5</u>	Other/Undecided	<u>9</u>
100		100

NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS. NOT EVERYONE WILL HAVE HEARD ABOUT THEM.

Q.13 As far as you know, which presidential candidate calls for a 15 percent across-the-board income tax cut and a 50 percent cut in the capital gains tax? Is it Bill Clinton, Bob Dole or Ross Perot?

		Based On General Public <i>Markel/PSRA</i> <u>Oct 1996</u>
71	Dole (<i>correct answer</i>)	59
7	Clinton	8
4	Perot	9
<u>18</u>	Don't know/Refused	<u>24</u>
100		100

Q.14 Do you happen to know which political party has a majority in the U.S. House of Representatives?

		Based On General Public <i>Pew Research Center</i> <u>April 1996</u>
81	Republican (<i>correct answer</i>)	70
6	Democratic	8
<u>13</u>	Don't know/Refused	<u>22</u>
100		100

Q.15 Do you happen to know which candidate has used the phrase "bridge to the future"? Is it Bill Clinton, Bob Dole or Ross Perot?

		Based On General Public <i>Pew Research Center</i> <u>Late Sept 1996</u>
55	Clinton (<i>correct answer</i>)	38
8	Dole	9
4	Perot	2
<u>33</u>	Don't know/Refused	<u>51</u>
100		100

NOW ON A TOTALLY DIFFERENT SUBJECT...

Q.16 Which of the following two statements best describes how you feel?

6 I'm mostly alone and there aren't many people I can turn to when I need help

OR

93 There are people I can turn to for support when I need help

* Neither (**VOL**)

$\frac{1}{100}$ Don't know/Refused

Q.17 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

Based On General Public
NORC
Jan 27 - May 31, 1994

57	Most people can be trusted	34
39	Can't be too careful	61
3	Other/Depends (VOL)	4
$\frac{1}{100}$	Don't know/Refused	$\frac{*}{100}$

Q.18 How much of the time do you trust the government in Washington to do the right thing? Just about always, most of the time, or only some of the time?

Based On General Public
W. Post/Kaiser/Harvard
Nov 29 - Dec 4, 1995

2	Just about always	4
25	Most of the time	21
66	Only some of the time	71
6	None of the time (VOL)	4
$\frac{1}{100}$	Don't know/Refused	$\frac{*}{100}$

BEFORE WE GO ON, I NEED TO KNOW A LITTLE ABOUT YOU AND YOUR HOUSEHOLD. FIRST...

Q.19 Are you self-employed, do you work for someone else, do you do both, or aren't you employed right now?

		<u>June 1995</u>
13	Self-employed	12
64	Work for someone else	63
11	Both	14
12	Not employed -- GO TO Q.21	11
$\frac{0}{100}$	Don't know/Refused -- GO TO Q.21	$\frac{0}{100}$

BASED ON RESPONDENTS WHO ARE EMPLOYED: N = 889

Q.20 Do you use a computer at your workplace on at least an occasional basis? By computer I mean a PC, mainframe, or minicomputer. This would NOT include items such as checkout scanners or terminals used for routine transactions and the like.

		<u>June 1995</u>
88	Yes	91
12	No	9
$\frac{0}{100}$	Don't know/Refused	$\frac{0}{100}$

ASK ALL:

Q.21 Are you presently enrolled in school or in college classes?

		<u>June 1995</u>
28	Yes	31
72	No -- GO TO Q.23	69
$\frac{0}{100}$	Don't know/Refused -- GO TO Q.23	$\frac{*}{100}$

BASED ON RESPONDENTS WHO ARE ENROLLED IN SCHOOL: N = 231

Q.22 Do you use a computer at your school on at least an occasional basis?

		<u>June 1995</u>
84	Yes	87
16	No	13
<u>0</u>	Don't know/Refused	<u>0</u>
100		100

ASK ALL:

Q.23 Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega.

		<u>June 1995</u>
86	Yes	81
14	No -- GO TO Q.25	19
<u>0</u>	Don't know/Refused -- GO TO Q.25	<u>0</u>
100		100

BASED ON THOSE WHO HAVE A HOME PC: N = 875

Q.24 Do you yourself use the home personal computer on at least an occasional basis? (**IF YES, PROBE:** Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks or less often?)

		<u>June 1995</u>
41	Every day	37
30	3 to 5 days per week	33
18	1 or 2 days per week	21
8	Once every few weeks	5
1	Less often	2
2	No, don't use home PC	2
<u>*</u>	Don't know/Refused	<u>0</u>
100		100

ASK ALL:

Q.25 Earlier you said that you sometimes go-online. Do you do this from home, from work, or from school?
(ACCEPT MULTIPLE RESPONSES)

68	Home (INTERVIEWER: home business/work at home would go here)
47	Work
16	School
4	Other locations (VOL)
*	Don't know/Refused

INTERVIEWER NOTE: IF RESPONDENT VOLUNTEERS AT THIS POINT THAT HE/SHE DOES NOT GO ON-LINE, SKIP TO D.4

BASED ON RESPONDENTS WHO GAVE MORE THAN ONE RESPONSE IN Q.25: N = 320

Q.25a Would you say you do this MOST OFTEN from home, work or school?

54	Home
38	Work
4	School
$\frac{4}{100}$	Don't know/Refused

ASK ALL:

Q.26 When did you first start going online, was it within the last 6 months, a year ago, two or three years ago, or more than three years ago?

26	Within last 6 months
38	1 year ago
24	2-3 years ago
12	More than 3 years ago
$\frac{*}{100}$	Don't know/Refused

Q.27 Did you happen to go online yesterday? (**IF YES, ASK:** From where did you go online... home, work, school, or some combination of these?) (**ENTER ALL THAT APPLY**)

		<u>June 1995</u>
38	Yes (NET)	32
	Yes, home (INTERVIEWER: Again home business/work at home would go here)	19
26	Yes, work	15
15	Yes, school	2
3	Yes, other locations	*
1		
62	No, didn't go online	67
*	Don't know/Refused	<u>1</u>
<u>100</u>		<u>100</u>

NO QUESTION 28

Q.29 Do you **PERSONALLY** subscribe to any of the commercial information services such as Compuserve, Prodigy, America Online, or to one of the direct Internet access providers? (**IF YES:** Which ones do you belong to?) (**ACCEPT MULTIPLE RESPONSES; PROBE ONCE:** Any others?)

		<u>June 1995¹</u>
29	America Online	20
7	Compuserve	14
6	Prodigy	15
2	Microsoft	n/a
1	AT&T Worldnet	n/a
18	Internet Access Provider	9
4	Other (SPECIFY)	6
40	No, subscribe to none	46
3	Don't know/No answer	4

¹ In June 1995 question was asked: "Do you belong to any of the commercial information services such as Compuserve, Prodigy, American Online, or one of the direct Internet access providers?"

BASED ON RESPONDENTS WHO ANSWERED '2' WORK OR '3' SCHOOL IN Q.25: N = 577

Q.29a Do you have access to the Internet at work or school? (**IF YES:** Is that through a commercial online service such as America Online, an Internet access provider, or a direct Internet connection?)
(INTERVIEWER: IF RESPONDENT OFFERS A SPECIFIC ON-LINE SERVICE SUCH AS AMERICA ON-LINE OR PRODIGY CODE AS '1')

22	Commercial online service
15	Internet access provider
45	Direct Internet connection
1	Other (SPECIFY)
4	No, do not have access
<u>13</u>	Don't know/Refused
100	

BASED ON THOSE WHO SUBSCRIBE TO AN ONLINE SERVICE OR HAVE ACCESS THROUGH WORK OR SCHOOL: N = 831

Q.30 How often do you go online to (this service/these services/via the direct Internet provider -- **BASED ON RESPONSE TO Q.29/29a**) ... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

		<u>June 1995²</u>
25	Every day	20
29	3 to 5 days per week	26
28	1 or 2 days per week	29
13	Once every few weeks	16
5	Less often	6
*	Never	2
<u>*</u>	Don't know/Refused	<u>1</u>
100		100

NO QUESTION 31 OR 32

²

1995 trends refer specifically to online users who subscribe to an online service.

ASK ALL:

Q.33 Some people go online for work-related activities, some do it for pleasure, and for others it's some of each. How about you... all work, all pleasure, or a mix?

		<u>June 1995</u>
14	All work -- GO TO Q.35	31
19	All pleasure -- GO TO Q.35	19
67	Mix -- GO TO Q.34	49
$\frac{*}{100}$	Don't know/Refused -- GO TO Q.35	$\frac{1}{100}$

BASED ON RESPONDENTS WHO ANSWERED 'MIX' IN Q.33: N = 674

Q.34 How would you describe the mix... mostly work, mostly pleasure, or about half-and-half?

		<u>June 1995</u>
28	Mostly work	32
26	Mostly pleasure	29
45	Half and half	39
$\frac{1}{100}$	Don't know/Refused	$\frac{*}{100}$

ASK ALL:

Q.35 How much would you miss going online if you could no longer do this? (**READ CATEGORIES**)

		<u>June 1995</u>
34	A lot	32
37	Some	34
20	Not much	19
9	Not at all	14
$\frac{*}{100}$	Don't Know/Refused	$\frac{1}{100}$

Q.36 Do you ever send or receive e-mail or electronic mail? (**IF YES, ASK:** Is this everyday, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?)

		<u>June 1995</u>
26	Everyday	23
19	3-5 days per week	15
19	1-2 days per week	15
13	Once every few weeks	12
6	Less often	7
17	No/never -- GO TO Q.41	28
<u>0</u>	Don't know/Refused -- GO TO Q.41	<u>*</u>
100		100

BASED ON THOSE WHO USE E-MAIL: N = 837

Q.37 How often do you check your e-mail?

		<u>June 1995</u>
21	More than once a day	22
29	Everyday	29
19	3-5 days per week	16
17	1-2 days per week	19
13	Less often	13
<u>1</u>	Don't know/Refused	<u>1</u>
100		100

Q.38 Did you send or receive any e-mail yesterday? (**IF YES:** Is that sent or received?)

<u>June 1995</u>		
2	Yes, sent	3
7	Yes, received	5
26	Yes, both	19
48	No	44
*	Don't know/Refused	1
<u>17</u>	Do not use e-mail	<u>28</u>
100		100

BASED ON E-MAIL USERS WHO SENT E-MAIL YESTERDAY: N = 305

Q.39 About how many messages did you send yesterday?

<u>June 1995</u>		
16	One	12
25	Two	24
12	Three	19
8	Four	6
23	Five to Nine	17
10	Ten to Nineteen	10
5	Twenty or more	10
<u>1</u>	Don't know/Refused	<u>2</u>
100		100

BASED ON E-MAIL USERS WHO RECEIVED E-MAIL YESTERDAY: N = 352

Q.40 About how many e-mail messages did you receive yesterday?

		<u>June 1995³</u>
*	Zero	3
12	One	16
15	Two	15
12	Three	9
8	Four	5
21	Five to Nine	16
16	Ten to Nineteen	15
4	Twenty to Twenty-nine	7
11	Thirty or more	12
1	Don't know/Refused	<u>2</u>
100		100

ASK ALL:

NOW I'D LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT WHAT YOU DO WHEN YOU GO ON-LINE ...

Q.41 When you go online would you say you are usually looking for specific information or simply browsing?

67	Looking for specific information
20	Browsing
12	Some of both (VOL)
<u>1</u>	Don't know/Refused
100	

³

1995 trend represents only those messages not received as part of a listserv.

Q.42 Please tell me how often, if ever, you engage in each of the following online activities. First, how often do you go online to **(READ AND ROTATE)**... everyday, 3-5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

	<u>Every-day</u>	<u>3-5 Days Week</u>	<u>1-2 Days week</u>	<u>Once Every Few Weeks</u>	<u>Less Often</u>	<u>Never</u>	<u>DK</u>
a. Communicate with other people through online forums, discussion lists, or chat groups	6	7	10	12	15	50	*=100
June, 1995	4	7	12	12	9	55	1=100
b. Get financial information such as stock quotes or corporate information or to buy stocks or bonds	5	7	10	12	10	56	*=100
June, 1995	3	4	7	8	4	74	*=100
c. Do research for school	3	6	13	12	7	59	*=100
d. Do research for work	9	17	22	15	9	28	*=100
e. Get news and information on current events, public issues or politics	7	11	21	20	13	28	*=100
f. Get travel information or services	1	2	7	19	26	45	*=100
June, 1995	1	1	2	10	13	73	*=100
g. Play games	2	3	7	9	9	70	0=100
June, 1995	1	1	5	6	6	81	*=100
h. Get information about hobbies, movies, restaurants or other entertainment-related activities	2	9	19	24	15	31	*=100
June, 1995	1	6	12	16	9	56	*=100

Q.43 Do you ever engage in online discussions about politics? **(IF YES, ASK:** Is this everyday, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?)

June 1995⁴

1	Everyday	*
1	3-5 days per week	1
2	1-2 days per week	3
4	Once every few weeks	3
3	Less often	3
89	No/never	90
<u>0</u>	Don't know/Refused	<u>*</u>
100		100

Q.44 Do you ever contact or e-mail any groups, organizations or public officials about political issues or public policy questions? **(IF YES, ASK:** Is this everyday, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?)

1	Everyday
*	3-5 days per week
1	1-2 days per week
6	Once every few weeks
9	Less often
83	No/never
<u>0</u>	Don't know/Refused
100	

⁴

In June 1995 questions asked: "Do you engage in online discussions about politics or engage in political activity online? **(IF YES, ASK:** Is this everyday, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?)"

Q.45 Have you ever used the World Wide Web? (**IF YES, ASK:** Did you use the web yesterday? **IF NO, ASK:** Have you done this in the past week?)

		<u>June 1995</u>
22	Yes, ever	9
23	Yes, yesterday	6
28	Yes, in past week	6
26	No/Never -- GO TO Q.47	39
<u>1</u> 100	Don't know/Refused -- GO TO Q.47	<u>40</u> ⁵ 100

BASED ON THOSE WHO USE THE WEB: N = 738

Q.46 How do you use the World Wide Web... through a commercial online service such as America Online or Compuserve, a direct dialup service, or a direct connection located at work or school? (**ENTER ALL THAT APPLY**)

		<u>June 1995</u> ⁶
44	Commercial online service	33
28	Direct dialup service	23
35	School or Work connection	53
1	Other (SPECIFY)	8
3	Don't know/Refused	1

⁵ In June 1995 this question was preceded by a screener question which asked, "Have you ever heard of the World Wide Web?" Respondents who answered "No" were not asked the follow-up question, "Have you ever used the World Wide Web?".

⁶ In June 1995 question asked: "Where do you use the World Wide Web... through an online service, a direct dialup connection from home, a school or office connection to the Internet, or somewhere else? (**ENTER ALL THAT APPLY**)"

ASK ALL:

Q.47 Does the computer you use most often to go online have a modem that allows you to connect to other computers? **(IF YES ASK: Do you happen to know the speed of that modem -- such as 9600 baud, 14 point 4, 28 point 8 or something else?)**

3	Lower than 9600
4	9600
21	14,400
28	28,800
2	33,600
2	Other (SPECIFY)
7	No modem
<u>33</u>	Don't know/Refused
100	

BASED ON THOSE WHO HAVE A MODEM: N = 623

Q.48 How satisfied are you with the speed of your modem... would you say you're very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

32	Very satisfied
47	Somewhat satisfied
12	Not too satisfied
8	Not at all satisfied
<u>1</u>	Don't know/Refused
100	

ON A DIFFERENT SUBJECT ...

ASK Q.49 ONLY OF THOSE WHO ANSWERED '1-5' IN Q.42e:

Q.49 Do you sometimes go online to get ... (INSERT ITEM; ROTATE)

		<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Not an online news user⁷</u>
a.	Political news	33	39	*	28=100
b.	Business news	38	34	*	28=100
c.	Sports news	33	39	0	28=100
d.	International news	32	40	0	28=100
e.	News about science and health	42	30	0	28=100
f.	News about technology	46	26	*	28=100
g.	Weather	34	38	0	28=100
h.	Entertainment news	36	36	*	28=100
i.	Local news	19	53	0	28=100

NO QUESTION 50

⁷

These respondents were skipped out of the Q.49

BASED ON RESPONDENTS WHO ANSWERED '1-5' IN Q.42e: [N = 724]

Q.51 What online source would you say you use the most often when you are looking for news and information on current events, public issues and politics? (open-end) (**ACCEPT MULTIPLE RESPONSES; PROBE ONCE: Any others?**)

19	America Online
7	Yahoo
6	World Wide Web
6	CNN
5	Netscape
4	Prodigy
3	Compuserve
3	Search Engines (unspecified)
2	Internet Browser (unspecified)
2	MSNBC
2	NYT Online
2	Infoseek
2	USA Today Online
2	Lycos
1	Microsoft Network
1	Magellan
1	Pointcast Network
1	Wall Street Journal
1	Alta Vista
1	Webcrawler
1	Reuters
1	Internet Newsgroups
1	Time
1	ESPN Net
1	Washington Post
1	Excite
15	Other
32	Don't know/No Answer

ASK ALL:

Q.52 When you go online are you ever EXPOSED to news and information on current events, public issues or politics when you may have been going online for a purpose other than to get the news?

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

NO QUESTION 53

Q.54 Have you ever gone online to follow-up or get more information on a news story you saw or heard in a newspaper or magazine or on TV?

42 Yes

58 No

$\frac{*}{100}$ Don't know/Refused

Q.55 Do you ever go online to get news or information about the 1996 elections? **(IF YES, ASK: How often do you go online to get news about the elections... more than once a day, everyday, 3-5 days per week, 1-2 days per week, or less often?)**

* More than once a day

2 Everyday

2 3-5 days per week

8 1-2 days per week

10 Less often

78 No/never -- **GO TO Q.64**

$\frac{0}{100}$ Don't know/Refused -- **GO TO Q.64**

Q.56 - Q.63 BASED ON THOSE WHO GO ONLINE TO GET ELECTION NEWS: N = 215

Q.56 Where do you go most often for news and information about the 1996 elections? **(READ CATEGORIES) (ACCEPT MULTIPLE RESPONSES) (N=215)**

38 The news sites of commercial online services such as America Online or Compuserve

50 The Websites of major news organizations such as CNN or the Wall Street Journal

15 Political information sites such as Politics Now

25 Websites set up by the candidates themselves

7 Or some other source **(SPECIFY)**

6 Don't know/Refused

Q.57 What ONE online source would you say you use the most often when you are looking for news or information about the 1996 elections? (open-end) **(INTERVIEWER: PROBE FOR A SPECIFIC SOURCE; ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE)** (N=215)

20	CNN
17	America Online
7	Yahoo
4	Prodigy
4	Wall Street Journal
3	World Wide Web
3	Internet Browser (unspecified)
2	MSNBC
2	Compuserve
2	Pointcast Network
2	NYT Online
1	Magellan
1	Reuters
1	Netscape
1	USA Today Online
25	Other
16	Don't know/No Answer

Q.58 When you go online to get information about the elections, do you ever do any of the following things. First, do you ever **(INSERT ITEM; ROTATE)**? (N=215)

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Participate in online discussions or "chat" groups	31	69	*=100
b. Download or copy information to keep for yourself	56	44	0=100
c. Register your own opinions by participating in an electronic poll	34	66	0=100
d. Give out information about yourself -- such as your e-mail or mailing address	31	69	0=100

Q.59 Which of the following comes closest to describing WHY you go online to get news and information about the 1996 elections? **(READ CATEGORIES; ACCEPT MULTIPLE RESPONSES) (N=215)**

- 26 Because you can get information on the Web that is not available elsewhere
- 45 Because getting information online is more convenient for you
- 24 Because the Web offers news sources that reflect your own interests or values
- 53 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
- 5 Some other reason **(SPECIFY)**
- 4 Don't know/Refused

Q.60 Do you generally go online to get news and information about the 1996 elections because you need this information for work or school? **(N=215)**

- 17 Yes
- 82 No
- $\frac{1}{100}$ Don't know/Refused

Q.61 Some people go online for campaign news because they are very interested in politics and enjoy following it. Others get no enjoyment out of following politics, but they keep up with it because they feel it's their duty to be well-informed. Which view comes closer to your own? **(N=215)**

- 38 Enjoy politics
- 59 Duty to be well-informed
- 2 Neither **(VOL)**
- $\frac{1}{100}$ Don't know/Refused

Q.62 When you go online to get news and information about the 1996 elections, are 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**) (N=215)

90	Presidential
33	Congressional
24	Local
1	Don't know/Refused

Q.63 Has any of the information you have received online about the 1996 elections influenced your choice of candidates? (N=215)

31	Yes
69	No
$\frac{0}{100}$	Don't know/Refused

ASK Q.64-66 ONLY OF THOSE WHO ANSWERED '1-5' IN Q.42e

INTRO. TO Q'S 64-66: NOW I AM GOING TO ASK YOU ABOUT SOME SPECIFIC WEBSITES ...

Q.64 Do you ever go onto (INSERT ITEM; ROTATE) to get news and information on current events, public issues or politics? (CONTINUE WITH Q'S 65-66 BEFORE REPEATING QUESTION FOR NEXT ITEM.)

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Not an online news user⁸</u>
a. The Websites of the Broadcast TV networks -- ABC, NBC or CBS	23	49	*	28=100
b. The Websites of national newspapers such as the Washington Post, The New York Times and or Los Angeles Times	27	45	*	28=100
c. The Wall Street Journal Home Page	18	54	*	28=100
d. C-SPAN's Website	11	60	1	28=100
e. MSNBC	12	59	1	28=100
f. Congressional Quarterly's American Voter '96	2	69	1	28=100
g. CNN/Time AllPolitics	16	56	*	28=100
h. PoliticsNow	5	66	1	28=100
i. Rock the Vote	4	67	1	28=100
j. Citizens '96	2	70	*	28=100
k. Clinton/Gore campaign Websites	7	65	*	28=100
l. Dole/Kemp campaign Websites	7	64	1	28=100
m. The Websites of the Democratic and Republican National Committees	8	64	*	28=100
n. The House of Representatives Home Page	6	65	1	28=100
o. The Senate Web Page	6	66	*	28=100
p. The White House Web page	15	57	*	28=100
q. A Website devoted to news or information about your local community	19	53	*	28=100

⁸ These respondents were skipped out of the Q.64-Q.66 series.

IF YES IN Q.64, ASK:

Q.65 Do you ever go onto this Website to get news or information about the 1996 elections?

	BASED ON ALL ONLINE USERS				BASED ON ELECTION NEWS CONSUMERS	
	Who Ever Use Site	Visit Site For Campaign News			Yes	No
		Yes	No	DK/Ref		
a. The Websites of the Broadcast TV networks -- ABC, NBC or CBS	23	7	16	0	25	73
b. The Websites of national newspapers such as the Washington Post, The New York Times and or Los Angeles Times	27	10	17	*	38	58
c. The Wall Street Journal Home Page	18	5	13	0	18	80
d. C-SPAN's Website	11	6	5	0	24	73
e. MSNBC	12	5	7	*	21	75
f. Congressional Quarterly's American Voter '96	2	2	*	0	6	91
g. CNN/Time AllPolitics	16	10	6	*	40	57
h. PoliticsNow	5	4	1	0	16	79
i. Rock the Vote	4	3	1	0	9	88
j. Citizens '96	2	1	1	*	5	92
k. Clinton/Gore campaign Websites	7	6	1	0	24	74
l. Dole/Kemp campaign Websites	7	6	1	0	26	71
m. The Websites of the Democratic and Republican National Committees	8	6	2	*	25	72
n. The House of Representatives Home Page	6	2	4	0	11	87
o. The Senate Web Page	6	2	4	0	8	90
p. The White House Web page	15	5	10	0	18	80
q. A Website devoted to news or information about your local community	19	6	13	0	21	77

BASED ON THOSE WHO 'EVER' GO ONTO EACH SITE

Q.66 Would you say you find this Website to be very useful, somewhat useful, or not useful?

		<u>Very</u>	<u>Some what</u>	<u>Not</u>	<u>DK/ Ref.</u>	<u>(N)</u>
a.	The Websites of the Broadcast TV networks -- ABC, NBC or CBS	25	64	10	1=100	(222)
b.	The Websites of national newspapers such as the Washington Post, The New York Times and or Los Angeles Times	28	67	4	1=100	(276)
c.	The Wall Street Journal Home Page	34	59	6	1=100	(199)
d.	C-SPAN's Website	30	59	8	3=100	(119)
e.	MSNBC	28	63	8	1=100	(118)
f.	Congressional Quarterly's American Voter '96	--	--	--	--	(23)
g.	CNN/Time AllPolitics	36	59	4	1=100	(167)
h.	PoliticsNow	--	--	--	--	(44)
i.	Rock the Vote	--	--	--	--	(35)
j.	Citizens '96	--	--	--	--	(18)
k.	Clinton/Gore campaign Websites	30	58	9	3=100	(66)
l.	Dole/Kemp campaign Websites	16	71	10	3=100	(73)
m.	The Websites of the Democratic and Republican National Committees	18	70	12	*=100	(78)
n.	The House of Representatives Home Page	29	60	7	4=100	(72)
o.	The Senate Web Page	23	67	7	3=100	(68)
p.	The White House Web page	20	56	22	2=100	(155)
q.	A Website devoted to news or information about your local community	34	52	14	*=100	(191)

ON A RELATED SUBJECT...

ASK ALL:

Q.67 Do you ever visit Web sites that provide information about specific issues or policies that interest you such as the environment, gun control, abortion, or health care reform? **(IF YES, ASK: Which sites do you visit most often? -- PROBE ONCE: Any others?; ACCEPT MULTIPLE RESPONSES)**

- 5 Environment
- 5 Gun control/NRA
- 5 Health care/Health related sites
- 3 Abortion
- 1 Political Sites
- 1 Major online newspaper/Journal sites
- 1 Business related sites
- 1 CNN
- 1 Religion related sites
- 1 University sites
- 1 Military sites
- 10 Other
- 11 Don't know/Refused
- 66 No, does not visit web sites that provide information about specific issues

ON ANOTHER SUBJECT...

Q.68 Which of the following statements comes closer to your opinion of the Internet?

56 These days you're more likely to find accurate information about what's going on in the world on the Internet than in the daily newspapers or on the network news

OR

22 A lot of what you find on the Internet cannot be believed.

12 Neither **(VOL)**

10 Don't know/Refused

100