

Pew Research Center Demographics and Questionnaire

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	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?

	<u>1996</u>	<u>1998</u>	<u>2000</u>	<u>(N)</u>
	%	%	%	
<i>Total</i>	4	6	18	(7426)
<i>Family Income</i>				
\$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)
<i>Party ID</i>				
Republican	4	10	23	(2097)
Democrat	4	4	16	(2443)
Independent	4	3	18	(1969)
<i>Party and Ideology</i>				
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)
<i>Marital Status</i>				
Married		4	6	19 (4133)
Not Married	4	7	16	(3208)
<i>Parental Status</i>				
Parent	n/a	6	21	(2651)
Non-Parent	n/a	6	16	(4746)
<i>Employment Status</i>				
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 ¹	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 ²
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

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

2 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 ³
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 ⁴	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

³ "Other" category includes online sources mentioned in 1996 that are not listed in the current survey.

⁴ In October 1996 item was "Participate in online discussions or 'chat' groups."

	November, 1998	30	70	*=100
d.	Get information about when and where to vote	16	84	*=100
	November, 1998	12	88	*=100
e.	Get or send email supporting or opposing a candidate for office	22	78	*=100
	November, 1998	22	78	*=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 1996⁵</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

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In October 1996 question was worded "Has any of the information you have received online about the 1996 elections influenced your 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

Internet⁶

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:

BASED ON ELECTION

	[N=4,186]				NEWS CONSUMERS: [N=1,255]		
	<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 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

⁶

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]

	BASED ON ONLINE USERS:				BASED ON ELECTION NEWS CONSUMERS:		
	<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 ⁷	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

⁷ In March 2000, "or anywhere else" was added to the question wording.

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 ⁸	14	86	*=100

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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 ⁹	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	*	*
	89	97

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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?¹⁰

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?¹¹ (**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

¹⁰ In 1996 the "Internet" category was worded "computer on-line sources."

¹¹ 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?"