
Post-Election Tracking Survey 2010

Final Topline

11/30/10

Data for November 3–24, 2010

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life ProjectSample: n= 2,257 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 11.03.10 – 11.24.10

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,257]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,628]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,918]

Margin of error is plus or minus 3 percentage points for results based on registered voters [n=1,833]

Margin of error is plus or minus 3 percentage points for results based on online political users [n=1,167]

Q3 Overall, how have you been getting most of your news about this year's campaigns and elections... from television, from newspapers, from radio, from magazines, or from the Internet?¹

	TELEVISION	NEWSPAPERS	RADIO	MAGAZINES	INTERNET	(VOL.) OTHER	DON'T KNOW	REFUSED
Current	67	27	14	2	24	7	1	2
Nov 2008	77	28	13	2	26	3	1	1
Nov 2006	69	34	17	2	15	6	3	--
Nov 2004	78	39	17	3	18	4	2	--
Nov 2002	66	33	13	1	7	7	2	--
Nov 2000B ⁱ	70	39	15	4	11	1	*	--
Nov 1996 ⁱⁱ	72	60	19	11	3	4	1	--
Nov 1992 ⁱⁱⁱ	82	57	12	9	n/a	6	1	--

Note: Total may exceed 100% due to multiple responses.

¹ Prior to 2002, trends based on surveys of voters, not total adults. Question wording varies depending on the type of election that year.

Q4 Did you get most of your news about this year’s campaigns and elections from [READ AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE) AND RANDOMIZE ITEMS WITHIN EACH SET]

Based on those who get campaign and election news from television

	<u>CURRENT</u>		<u>NOV 2008</u>	<u>NOV 2006</u>	<u>NOV 2004</u>
%	33	Local news programming	21	33	23
	10	ABC Network news	15	15	16
	9	CBS Network news	11	13	13
	12	NBC Network news	15	17	17
	14	CNN Cable news	29	17	25
	5	MSNBC Cable news	10	6	8
	26	The Fox News Cable Channel	25	21	24
	2	CNBC Cable news	3	3	3
	5	Other (VOL.)	n/a	n/a	n/a
	3	Don’t know	6	8	7
	1	Refused	1	--	--
	[n=1,533]		[n=1,788]	[n=1,809]	[n=1,728]

Note: Total may exceed 100% due to multiple responses.

Q5 What web sites did you use to get most of your campaign and election news? Just name a few of the web sites that you went to the MOST often. [PRECODED OPEN-END; PROBE FOR ADDITIONAL: “Anything Else?”]

Based on those who get campaign and election news from the internet [N=486]

	<u>CURRENT</u>	
%	22	CNN.com
	20	Yahoo.com
	13	Google.com
	10	Fox
	10	MSN.com
	7	MSNBC.com
	4	AOL.com
	4	New York Times
	2	Candidates' websites
	2	Drudge Report
	1	Huffington Post
	29	Other (SPECIFY)
	10	Don’t know
	2	Refused

Note: Total may exceed 100% due to multiple responses.

Q18 There are many different activities related to the campaign and the elections that a person might do on the internet. I'm going to read a list of things you may or may not have done online in the months leading up to the November elections. Just tell me if you happened to do each one, or not. Did you... [INSERT ITEM; RANDOMIZE] in the months leading up to the election?²

Based on all internet users

	YES	NO	DON'T KNOW	REFUSED
a. Sign up online to receive updates about the campaign or the elections				
Current total internet users [N=1,628]	8	92	*	0
Nov 2008 total internet users ³ [N=1,591]	11	89	*	*
b. Contribute money online to a candidate running for public office ⁴				
Current total internet users	4	96	0	*
Nov 2008 total internet users	8	91	*	*
May 2008 total internet users ⁵ [N=1,553]	8	92	*	--
Nov 2006 landline internet users [n=1,578]	3	97	*	--
Nov 2004 total internet users ⁶ [n=1,324]	4	96	*	--
Nov 2002 total internet users ⁷ [n=1,707]	2	98	*	--

Q18 continued...

² In November 2008, question wording was: "There are many different activities related to the campaign and the elections that a person might do on the internet. I'm going to read a list of things you may or may not have done online in the past year related to the campaign and the elections. Just tell me if you happened to do each one, or not. Did you... [INSERT ITEM; ROTATE] in the past year?" In May 2008, question wording was: "There are many different campaign-related activities a person might do on the internet. I'm going to read a list of things you may or may not have done online in the past several months related to the 2008 election campaigns. Just tell me if you happened to do each one, or not. Have you... [INSERT ITEM; ROTATE]?" In November 2004, question wording was: "When you went online to get information about the ELECTIONS, did you ever do any of the following? Did you ever [INSERT ITEM; ROTATE]?" In November 2002, question wording was: "When you go online to get information about the ELECTIONS, do you ever do any of the following things? Do you ever [INSERT ITEM; ROTATE]?"

³ Nov 2008 question items were asked only of online political users; in "internet users" trend figures, those who don't go online for political info are included in "no."

⁴ In May 2008, item wording was: "Contributed money online to a candidate running for public office"; Prior to 2004, item wording was: "Contribute money to a candidate running for public office through his or her website"

⁵ May 2008 question items were asked only of online political users; in "internet users" trend figures, those who don't go online for political info are included in "no."

⁶ Nov 2004 question items were asked only of those who went online for 2004 election info; in "internet users" trend figures, those who don't go online for political info are included in "no."

⁷ Nov 2002 question items were asked only of those who went online for 2002 election info; in "internet users" trend figures, those who don't go online for political info are included in "no."

Q18 continued...

	YES	NO	DON'T KNOW	REFUSED
c. Look for information online about candidates' voting records or positions on the issues ⁸				
Current total internet users	35	65	*	0
Nov 2008 total internet users	42	58	*	0
Nov 2006 total internet users [n=1,727]	29	71	*	--
Nov 2004 total internet users	34	66	*	--
Nov 2002 total internet users	29	71	*	--
d. Watch video online about the candidates or the election ⁹				
Current total internet users	31	69	*	*
Nov 2006 total internet users	19	81	*	--
Nov 2004 total internet users	21	79	*	--
e. Use the internet to participate in VOLUNTEER activities related to the campaign – like getting lists of voters to call, or getting people to the polls ¹⁰				
Current total internet users	5	95	*	0
Nov 2008 total internet users	6	94	*	*
May 2008 total internet users	3	97	*	--
f. Share photos, videos or audio files online that relate to the campaign or the elections				
Current total internet users	8	92	*	*
Nov 2008 total internet users	17	83	*	*
g. Send email related to the campaign or the elections to friends, family members or others				
Current total internet users	16	84	*	*
h. Use the internet to organize or get information about in-person meetings to discuss political issues in the campaign				
Current total internet users	7	93	*	*
i. Take part in an online discussion, listserv or other online group forum like a blog, related to political issues or the campaign				
Current total internet users	6	94	0	0

Q18 continued...

⁸ Trend item wording was: "Look for more information online about candidates' positions on the issues or voting records". Prior to November 2006, this item was split into two items: "Get information about a candidate's voting record" and "Look for more information about candidate's positions on the issues". For trending purposes, items were recalculated to combine the two & those percentages are reported here.

⁹ Trend item wording was: "Watch video clips about the candidates or the election that are available online"

¹⁰ 2008 trend item wording was: "Sign up ONLINE for any VOLUNTEER activities related to the campaign – like helping to register voters or get people to the polls"

Q18 continued...

	YES	NO	DON'T KNOW	REFUSED
<i>Item J: Based on internet users who voted in the 2010 elections [N=1,106]</i>				
j. Reveal online which candidates you voted for this year				
Current total internet users	12	88	*	*
k. Use the internet to research or "fact check" claims made during the campaign ¹¹				
Current total internet users	28	72	*	0
Nov 2006 landline internet users	21	78	*	--
Nov 2004 total internet users	28	71	1	--

I'm now going to read several statements about the internet and politics. For each one, I would like you to tell me which of the statements best describes how you feel. [RANDOMIZE Q19A-Q19D]

Q19a Would you say the internet makes it easier to connect with others who share your political views, or that the internet has no impact on how you connect with others who share your political views?

IF YES, MAKES EASIER: Would you say the internet makes it A LOT easier, or only a little easier?

Based on all internet users [N=1,628]

	CURRENT	
%	44	Yes, a lot easier
	10	Yes, a little easier
	42	No, no impact
	3	Don't know
	2	Refused

Q19b Which of the following statements comes closest to your view? The internet INCREASES the influence of those with extreme political views, OR the internet REDUCES the influence of those with extreme views by giving ordinary citizens a chance to be heard.

Based on all internet users [N=1,628]

	CURRENT	
%	55	Increases influence of extreme views
	30	Reduces influence of extreme views
	12	Don't know
	3	Refused

¹¹ Trend item wording was: "Use the internet to check the accuracy of claims made by or about the candidates"

Q19c Do you think that the internet exposes people to a wider range of political views than they can get in the traditional news media, or is most of the political information you can find online the same as what you can get elsewhere?

Based on all internet users [N=1,628]

	<u>CURRENT</u>	
%	61	Wider range of views
	32	Mostly the same
	5	Don't know
	1	Refused

Q19d Thinking about the political information you find online, would you say it's usually EASY or DIFFICULT for you to tell what is true from what is not true?

Based on all internet users [N=1,628]

	<u>CURRENT</u>	
%	33	Easy
	56	Difficult
	9	Don't know
	2	Refused

OUT On another topic, in the months leading up to the election, did you go online to... [INSERT ITEM; RANDOMIZE], or not?

Based on all internet users [N=1,628]

	YES	NO	DON'T KNOW	REFUSED
a. Follow an interesting election campaign in another part of the country	20	79	*	*
<i>Item B: Based on internet users who used the internet to participate in volunteer campaign-related activities [N=74]</i>				
b. Participate in VOLUNTEER activities related to a campaign in another part of the country – like getting lists of voters to call or email, helping to register voters or helping find ways to get people to the polls	15	83	2	0
<i>Item C: Based on internet users who contributed money online to a candidate [N=72]</i>				
c. Donate money to a candidate running for office in a state other than the one you currently live in	24	76	0	0

Q23 When you get political or campaign news or information online, would you say most of it comes from sources that SHARE your point of view, DON'T HAVE a particular point of view, or DIFFER FROM your own point of view?¹²

Based on online political users¹³

	SHARE MY POINT OF VIEW	DON'T HAVE A POINT OF VIEW	DIFFER FROM MY POINT OF VIEW	DON'T KNOW	REFUSED
Current [N=1,167]	34	30	21	10	5
Nov 2008 [N=1,186]	33	25	21	16	5
Nov 2006 ¹⁴ [N=742]	28	34	20	18	--
Nov 2004 [N=937]	26	32	21	21	--

¹² For Nov 2008 and Nov 2006, question wording was: "When you get political or campaign information online, would you say most of the sites you go to SHARE your point of view, DON'T HAVE a particular point of view, or CHALLENGE your own point of view?" For Nov 2004, question wording was: "When you go online looking for political or campaign information, would you say most of the sites you go to SHARE your point of view, DON'T HAVE a particular point of view, or CHALLENGE your own point of view?" Results for "Differ from my point of view" reflect trend percentages for "Challenge my point of view".

¹³ Definitions for 'online political users' may vary from survey to survey

¹⁴ Based on landline respondents only.

Q24 Thinking about all of the news, information, email and other material you saw or read online this year, did this online information ENCOURAGE you to vote in the Nov. 2 elections, did it DISCOURAGE you from voting, or did it have no impact on your decision about whether to vote?

Based on all internet users

	CURRENT TOTAL INTERNET USERS	CURRENT ONLINE POLITICAL USERS		NOV 2004 TOTAL INTERNET USERS	NOV 2004 ONLINE POLITICAL USERS
%	18	22	Encouraged me to vote	18	23
	4	4	Discouraged me from voting	1	1
	78	73	No impact	80	75
	*	*	Don't know	1	1
	1	1	Refused	--	--
	[n=1,628]	[n=1,167]		[n=1,324]	[n=937]

Q25 Did any of the information you saw or read online about the 2010 elections make you decide to vote FOR or AGAINST a particular candidate?

Based on internet users who voted in the 2010 elections

	CURRENT		NOV 2004 ¹⁵
%	35	Yes	22
	64	No	77
	1	Don't know	1
	1	Refused	--
	[n=1,106]		[n=1,119]

Based on online political users

	YES	NO / DIDN'T VOTE	DON'T KNOW	REFUSED
Current [N=1,167]	30	69	1	*
Nov 2004 [N=937]	27	72	2	--
Nov 2002 [N=741]	25	71	4	--
Nov 2000 [N=841]	43	55	2	--
Pew Nov 1998 ¹⁶ [N=315]	34	63	3	--
Pew Nov 1996 ¹⁷ [N=215]	31	69	0	--

¹⁵ Nov 2004 question asked of all internet users. Results shown here reflect only internet users who voted.

¹⁶ Pew Nov 1998 trend based on a Pew Research Center survey conducted October 26-December 1, 1998 among 2,000 adults nationwide, including 1,993 internet users.

¹⁷ Pew Nov 1996 trend based on a Pew Research Center survey conducted October 21-31, 1996 among 1,003 internet users. Question wording was: "Has any of the information you have received online about the 1996 elections influenced your choice of candidates?"

ⁱ Nov 2000B trends based on the Pew Research Center for People and the Press November 2000 Re-Interview Survey, conducted by Princeton Survey Research Associates. [N=1,113 voters, those who said they voted in the 2000 elections]. Interview dates: November 10-12, 2000.

ⁱⁱ November 1996 trends based on the Pew Research Center for the People and the Press November 1996 Re-Interview Survey, conducted by Princeton Survey Research Associates. [N=1,012 voters]. Interview dates: November 7-10, 1996.

ⁱⁱⁱ November 1992 trends based on the Times Mirror Center for the People and the Press November 1992 Re-Interview Survey, conducted by Princeton Survey Research Associates. [N=1,012 voters]. Interview dates: November 5-8, 1992.