November 2006 Post-Election Tracking Survey

Final Topline   12/21/06

Data for November 8 – December 4, 2006

Q1   Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	CURRENT TOTAL		NOV 2004[1]	NOV 2002[2]	NOV 2000A[3]
%	32	Satisfied	46	43	50
	60	Dissatisfied	46	48	41
	8	Don't know/Refused	8	10	8
	[2,562]		[2,200]	[2,745]	[6,321]

VOTE   These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

	CURRENT TOTAL		NOV 2004	NOV 2002[1]	NOV 2000A
%	78	Yes, registered (includes VOL "Don't have to register")	82	76	78
	22	No, not registered	18	24	19
	1	Don't know/Refused	1	*	2
	[2,562]		[2,200]	[1,884]	[6,321]

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[1] Nov 2002 trend based on those interviewed on or after November 5.

VOTEB Did you happen to register to vote for the first time this year?

Based on registered voters [N=2,109]

	CURRENT TOTAL		NOV 2004
%	7	Yes, first time to register	12
	92	No	88
	*	Don't know/Refused	*
			[1,863]

VOT02 A lot of people have been telling us they didn't get a chance to vote in the congressional elections this year on November 7. How about you…did things come up that kept you from voting, or did you happen to vote?

	CURRENT TOTAL		NOV 2004	NOV 2002
%	62	Yes, voted	75	56
	38	No, did not vote	25	44
	*	Don't know/Refused	*	*
	[2,562]		[2,200]	[1,884]

VOT02b Was this year the first time you voted in an election, or have you voted in elections in past years?

Based on those who voted in the November election [N=1,748]

	CURRENT TOTAL		NOV 2004
%	10	Yes, first time voter	14
	90	No	86
	*	Don't know/Refused	*
			[1,747]

VOT03 In the election on November 7, did you vote for…for Congress in your district?

Based on those who voted in the November election [N=1,748]

	CURRENT TOTAL		NOV 2002
%	33	The Republican candidate	40
	45	The Democratic candidate	37
	3	(VOL) Other candidate	3
	4	Don't know	5
	15	Refused	15
			[1,101]

VOT05 Most people cast their votes on Election Day this year, but many were able to vote before Election Day by absentee ballot or what is called early voting. What about you? Did you vote ON Election Day or BEFORE Election DAY by absentee ballot, vote by mail or through early voting?

Based on those who voted in the November election

	CURRENT RDD		NOV 2004	NOV 2002
%	80	On election day	78	85
	19	By absentee or other method	22	15
	*	Don't know/Refused	*	*
	[1,673]		[1,747]	[1,128]

Q2 In the past two months, have you…?

	YES	NO	DON'T KNOW/ REFUSED
a Received MAIL urging you to vote for a particular candidate			
Current total [n=2,562]	61	37	2
Nov 2004 total [n=2,200]	49	47	5
b Received EMAIL urging you to vote for a particular candidate			
Current total [n=2,562]	12	85	3
Nov 2004 total[2] [n=2,200]	14	84	1
c Been VISITED AT HOME by someone urging you to vote for a particular candidate			
Current total [n=2,562]	16	84	1
Nov 2004 total [n=2,200]	10	90	1
d Received PRERECORDED TELEPHONE CALLS urging you to vote for a particular candidate			
Current total [n=2,562]	56	43	1
e Received a phone call from a LIVE PERSON urging you to vote for a particular candidate			
Current total [n=2,562]	20	77	3

Q17 Now I have a few questions about whether you spent any time reading or watching the NEWS yesterday. Just thinking about YESTERDAY, did you get a chance to read a daily newspaper, or not?

	CURRENT TOTAL		NOV 2004	NOV 2002	FALL 2000[4]
%	38	Yes	38	39	40
	62	No	62	61	60
	*	Don't know/Refused	*	*	*
	[2,562]		[2,200]	[2,745]	[13,342]

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[2] Question asked only of email users; in "total" trend figures, non-email users and non-internet users are included in "no."

Q17a Again thinking about YESTERDAY, did you read a PAPER copy of a daily newspaper or did you read it ONLINE?

Based on those who read a daily newspaper yesterday [N=1,038]

	CURRENT RDD	
%	84	Read paper copy
	6	Read online
	9	(VOL) Both
	1	Don't know/Refused

Q18 Did you watch the news or a television news program yesterday, or not?

	CURRENT TOTAL		NOV 2004[3]	NOV 2002	FALL 2000
%	61	Yes	62	61	64
	38	No	38	39	36
	*	Don't know/Refused	1	*	*
	[2,562]		[2,200]	[2,745]	[13,342]

Q18a Did you watch the news on a television, or did you watch it on a computer, cell phone, iPod or PDA?

Based on those who watched the news or a television news program yesterday [N=1,534]

	CURRENT RDD	
%	99	Watched on TV
	7	Computer
	*	Cell phone
	*	iPod
	*	PDA
	1	(VOL) Other
	*	Don't know/Refused

Note: Table total may exceed 100% due to multiple response.

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[3] Prior to November 2006, trend question wording was "Did you watch the news or a news program on television yesterday, or not?"

Q19 How have you been getting most of your news about the November elections? From television, from newspapers, from radio, from magazines, or from the Internet?[4]

	TOTAL CURRENT		NOV 2004	NOV 2002	NOV 2000B[5]	NOV 1996[6]	NOV 1992[7]
%	69	Television	78	66	70	72	82
	34	Newspapers	39	33	39	60	57
	17	Radio	17	13	15	19	12
	2	Magazines	3	1	4	11	9
	15	Internet	18	7	11	3	n/a
	6	(VOL) Other	4	7	1	4	6
	3	Don't know/Refused	2	2	*	1	1
	[2,562]		[2,200]	[2,745]	[1,113]	[1,012]	[1,012]

Note: Table total may exceed 100% due to multiple response.

Q20 Did you get most of your news about the November elections from...?

Based on those who get campaign news from television [N=1,809]

	CURRENT TOTAL		NOV 2004
%	33	Local news programming	23
	15	ABC Network news	16
	13	CBS Network news	13
	17	NBC Network news	17
	17	CNN Cable news	25
	6	MSNBC Cable news	8
	21	The Fox News Cable Channel	24
	3	CNBC Cable news	3
	8	Don't know/Refused	7
			[1,728]

Note: Table total may exceed 100% due to multiple response.

Q20a Thinking specifically about TV news...what is it that you like about getting campaign and election news on TV that sets it apart from other sources like newspapers, radio or the internet?

Based on those who get most campaign news from television [N=1,410]

	CURRENT RDD	
%	86	Gave answer
	14	Don't know/Refused

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[4] Prior to 2002, trends based on surveys of voters.

Q20b Thinking specifically about newspapers...What is it that you like about getting campaign and election news from newspapers that sets them apart from other sources such as TV, radio, and the internet?

Based on those who get most campaign news from newspapers [N=403]

	CURRENT RDD	
%	89	Gave answer
	11	Don't know/Refused

Q20c Thinking specifically about the internet... what is it that you like about the internet as a source of campaign and election news that sets it apart from other sources such as TV, radio, or newspapers?

Based on those who get most campaign news from the internet [N=164]

	CURRENT RDD	
%	99	Gave answer
	1	Don't know/Refused

Q21 Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs...?

	CURRENT TOTAL		NOV 2004	NOV 2002	NOVEMBER 2000C[8]	NOV 1998[9]
%	46	Most of the time	54	49	51	46
	29	Some of the time	26	27	32	27
	13	Only now and then	11	14	12	14
	11	Hardly at all (incl. "Never")	8	9	5	13
	2	Don't know/Refused	1	1	*	*
	[2,562]		[2,200]	[2,745]	[1,829][5]	[n=2,000]

Now I have a few questions about how you might have used the internet to get campaign news and information...

Q5 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	CURRENT RDD		NOV 2004	NOV 2002	NOV 2000A
%	67	Yes	68	70	65
	33	No	32	30	35
	0	Don't know/Refused	0	*	*
	[2,362]		[2,200]	[2,745]	[6,321]

[5] November 2000C trend based on registered voters

Q6a Do you use the internet, at least occasionally?

Q6b Do you send or receive email, at least occasionally?[6]

	CURRENT TOTAL		NOV 2004	NOV 2002	NOV 2000A
%	68	Use internet or email	61	61	53
	32	Does not use internet or email	39	39	47
	[2,562]		[2,200]	[2,745]	[6,321]

Q7 Did you happen to use the internet YESTERDAY?[7]

Based on internet users [N=1,578]

	CURRENT RDD		NOV 2004	NOV 2002	NOV 2000
%	64	Yes	61	57	56
	36	No	39	43	44
	*	Don't know/Refused	*	*	*
			[1,324]	[1,707]	[6,321]

Q16 About how often do you use the internet from…(INSERT IN ORDER) – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, or less often?

Based on RDD internet users [N=1,578]

		SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
a	Home	30	24	16	13	5	5	7	*
b	Work	31	9	5	5	2	4	43	1

WEB1 Next…Please tell me if you ever use the internet to do any of the following things. Do you ever…?[8]

Based on internet users

	TOTAL HAVE EVER DONE THIS	———— DID YESTERDAY	———— HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Send or read e-mail				
Current RDD [n=1,578]	91	52	9	*
November 2004 [n=1,324]	93	54	7	*
Nov 2002 [n=1,707]	94	51	6	*
Fall 2000 [n=7,532]	92	49	8	*

Continued…

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[6] Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

[7] Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

[8] Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever…?/Did you happen to do this yesterday, or not?"

Web1 continued…

	TOTAL HAVE EVER DONE THIS	––––––––– DID YESTERDAY	––––––––– HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get news online				
Current RDD [n=1,578]	65	31	35	*
November 2004 [n=1,324]	70	31	30	*
Nov 2002 [n=1,707]	67	28	33	*
Fall 2000 [n=7,532]	61	22	39	*
Visit a local, state, or federal government website[9]				
Current RDD [n=1,578]	49	9	50	1
November 2004 [n=1,324]	54	10	45	*
November 2002 [n=1,707]	56	10	44	*

Q25 Did you get ANY news or information about the November elections on the internet or through email?

Based on internet users

	CURRENT TOTAL INTERNET USERS	CURRENT TOTAL[10]	
%	37	25	Yes
	62	74	No
	1	1	Don't know/Refused
	[1,727]	[2,562]	

Q26 Did you send or receive emails about the candidates or the campaigns – either with personal acquaintances or political organizations – or did you not happen to do this?

Based on internet users

	CURRENT TOTAL INTERNET USERS	CURRENT TOTAL[11]		NOV 2004 INTERNET USERS[12]	NOV 2004 TOTAL[13]
%	15	10	Yes, did this	36	22
	85	90	No, did not	64	78
	*	*	Don't know/Refused	1	*
	[1,727]	[2,562]		[1,324]	[2,200]

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[9] Prior to November 2006, item wording was "look for information from a local, state or federal government website."

[10] Question asked only of internet users; in "total" trend figures, non-internet users are included in "no."

[11] Question asked only of internet users; in "total" trend figures, non-internet users are included in "no."

[12] Trend question wording was "Have you sent or received e-mails about the candidates or campaigns, either with personal acquaintances or from groups or political organizations?"

[13] Question asked only of internet users; in "total" trend figures, non-internet users are included in "no."

Q27 When you use the internet, do you ever come across campaign news and information when you may have been going online for a purpose other than to get the news?

Based on internet users

	CURRENT RDD INTERNET USERS	CURRENT RDD TOTAL[14]		NOV 2004 INTERNET USERS[15]	NOV 2004 TOTAL[16]
%	36	24	Yes	51	31
	62	74	No	48	68
	2	1	Don't know/Refused	1	1
	[1,578]	[2,362]		[1,324]	[2,200]

Q28 In the months leading up to the November elections, did you hear or read anything online about the following? Did you hear or read anything online about... [INSERT], or not?

Based on campaign internet users[17]

	YES	NO	DON'T KNOW/ REFUSED
a Races for U.S. Senate			
Current RDD campaign internet users [n=742]	69	30	1
Current RDD internet users[18] [n=1,578]	31	68	1
November 2004 internet users[19] [n=1,324]	21	79	*
November 2002 internet users[20] [n=1,707]	20	80	1
Current RDD total[21] [n=2,362]	21	79	*
November 2004 total[22] [n=2,200]	12	87	*
November 2002 total[23] [n=2,745]	12	88	*

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[14] Question asked only of internet users; in "total" trend figures, non-internet users are included in "no."

[15] Trend question wording was "When you go online, do you ever encounter or come across news and information about the 2004 elections when you may have been going online for a purpose other than to get the news?"

[16] Question asked only of internet users; in "total" trend figures, non-internet users are included in "no."

[17] "Campaign internet users are those who got news or information about the November elections through the internet or through email (Q19=5 or Q25=1) or who sent or received emails about the candidates or the campaigns (Q26=1)

[18] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[19] Nov 2004 question wording as follows: "Did you get any information online about (insert item), or not?" Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[20] Nov 2002 question wording as follows: "Now I'd like to ask about what types of campaigns and elections you go online to look for information about. Do you go online to look for information about..." Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[21] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[22] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[23] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

Q28 continued…

	YES	NO	DON'T KNOW/ REFUSED
b Races for U.S. House			
Current RDD campaign internet users [n=742]	64	34	2
Current RDD internet users[24] [n=1,578]	29	70	1
November 2004 internet users[25] [n=1,324]	14	85	1
November 2002 internet users[26] [n=1,707]	17	82	1
Current RDD total[27] [n=2,362]	20	80	1
November 2004 total[28] [n=2,200]	8	91	1
November 2002 total[29] [n=2,745]	11	89	*
c Races for Governor			
Current RDD campaign internet users [n=742]	68	32	1
Current RDD internet users[30] [n=1,578]	31	69	*
November 2004 internet users[31] [n=1,324]	13	87	*
November 2002 internet users[32] [n=1,707]	25	75	*
Current RDD total[33] [n=2,362]	21	79	*
November 2004 total[34] [n=2,200]	8	92	*
November 2002 total[35] [n=2,745]	15	85	*

Continued…

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[24] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[25] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[26] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[27] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[28] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[29] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[30] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[31] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[32] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."

[33] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[34] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

[35] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

Q28 continued…

	YES	NO	DON'T KNOW/ REFUSED
d Local races in your area			
Current RDD campaign internet users [n=742]	54	46	1
Current RDD internet users[36] [n=1,578]	24	75	*
November 2004 internet users[37] [n=1,324]	18	82	1
November 2002 internet users[38] [n=1,707]	18	81	*
Current RDD total[39] [n=2,362]	16	83	*
November 2004 total[40] [n=2,200]	11	89	*
November 2002 total[41] [n=2,745]	11	89	*
e Ballot measures or initiatives			
Current RDD campaign internet users [n=742]	47	50	3
Current RDD internet users[42] [n=1,578]	21	78	1
November 2004 internet users[43] [n=1,324]	16	83	1
November 2002 internet users[44] [n=1,707]	15	84	1
Current RDD total[45] [n=2,362]	14	85	1
November 2004 total[46] [n=2,200]	10	90	*
November 2002 total[47] [n=2,745]	9	91	1

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[36] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."
[37] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."
[38] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."
[39] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."
[40] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."
[41] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."
[42] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."
[43] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."
[44] Question asked only of campaign internet users; in "internet users" trend figures, non-campaign internet users are included in "no."
[45] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."
[46] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."
[47] Question asked only of campaign internet users; in "total" trend figures, non-campaign internet users are included in "no."

Q34 Did you happen to get any news or information about the November elections from the following online sources? Just tell me yes or no as I read each one.

Based on campaign internet users

	YES	NO	DON'T KNOW/ REFUSED
a Portal news services like Google News or Yahoo News			
Current total campaign internet users [n=821]	60	39	*
b Network TV news websites such as CNN.com, ABCnews.com, or MSNBC.com			
Current total campaign internet users [n=821]	60	40	0
c Websites of major national newspapers such as USA Today.com, the New York Times.com, or the Wall Street Journal online			
Current total campaign internet users [n=821]	31	69	*
d Websites of LOCAL news organizations in your area			
Current total campaign internet users [n=821]	48	51	*
e Websites set up by the candidates themselves			
Current total campaign internet users [n=821]	20	80	1
f Issue-oriented websites			
Current total campaign internet users [n=821]	24	75	1
g The websites of state or local governments			
Current RDD campaign internet users [n=742]	28	71	1
h Online journals or blogs			
Current total campaign internet users [n=821]	20	80	*
i The website of an ALTERNATIVE news organization, such as AlterNet.org or NewsMax.com			
Current total campaign internet users [n=821]	10	89	*
j The website of an INTERNATIONAL news organization, such as the BBC or Aljazeera			
Current total campaign internet users [n=821]	20	80	*
k The website of a RADIO news organization, like NPR.org			
Current RDD campaign internet users [n=742]	19	81	*
l Email LISTSERVS			
Current RDD campaign internet users [n=742]	10	88	2
m News f websites like *The Onion* or *The Daily Show*			
Current total campaign internet users [n=821]	19	80	1

Q35 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?

Based on campaign internet users

	CURRENT RDD CAMPAIGN INTERNET USERS	CURRENT RDD TOTAL[48]		NOV 2004 TOTAL
%	28	9	Sites that share my point of view	11
	34	10	Sites that don't have a particular point of view	14
	20	6	Sites that challenge my point of view	9
	18	5	Don't know/Refused	9
	n/a	70	Do not get campaign info online	57
	[742]	[2,362]		[2,200]

Q38 People get political or campaign news and information online for different reasons. Please tell me if each of the following is a MAJOR reason you get political and campaign news and information online, a MINOR reason, or not a reason at all for you.

Based on campaign internet users

	MAJOR REASON	MINOR REASON	NOT A REASON AT ALL	DON'T KNOW/ REFUSED	DON'T GET CAMPAIGN INFO ONLINE
a You can get information online that is not available elsewhere					
Current total campaign internet users [n=821]	49	24	26	1	n/a
b Getting information online is convenient					
Current total campaign internet users [n=821]	71	16	12	1	n/a
c 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					
Current RDD campaign internet users [n=742]	41	33	23	3	n/a
d You can get LOCAL perspectives online about candidates and issues					
Current total campaign internet users [n=821]	28	35	35	2	n/a
e You can get perspectives from OUTSIDE your community on candidates and issues					
Current total campaign internet users [n=821]	34	37	27	2	n/a

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[48] Question asked only of campaign internet users; in "total" trend figures, percentages were recalculated to include those who do not get campaign info online

Q39 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 months leading up to the November elections. Just tell me if you happened to do each one, or not.

	YES	NO	DON'T KNOW/ REFUSED
a Contribute money online to a candidate running for public office			
Current RDD internet users [n=1,578]	3	97	*
November 2004 internet users[49] [n=1,324]	4	96	*
November 2002 internet users[50] [n=1,707]	2	98	*
b Look for more information online about candidates' positions on the issues or voting records[51]			
Current total internet users [n=1,727]	29	71	*
November 2004 internet users[52] [n=1,324]	34	66	*
November 2002 internet users[53] [n=1,707]	29	71	*

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[49] Nov 2004 question wording as follows: "When you went online to get information about the ELECTIONS, did you ever do any of the following? (First,) did you ever [Insert item]?" Question 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."

[50] Nov 2002 question wording as follows: "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]?" Question 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."

[51] 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.

[52] Question 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."

[53] Question 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."

Based on internet users

c Look online for candidate endorsements or ratings[54]

Current RDD internet users [n=1,578]	14	85	1
November 2004 internet users[55] [n=1,324]	18	82	*
November 2002 internet users[56] [n=1,707]	16	83	*

d Use the internet to check the accuracy of claims made
by or about the candidates

Current RDD internet users [n=1,578]	21	78	*
November 2004 internet users[57] [n=1,324]	28	71	1

e Watch video clips about the candidates or the election
that are available online

Current total internet users [n=1,727]	19	81	*
November 2004 internet users[58] [n=1,324]	21	79	*

f Sign up to receive email from candidates or campaigns

Current total internet users [n=1,727]	5	95	*

g Post your own political commentary or writing to an
online news group, website or blog

Current total internet users [n=1,727]	4	96	*

h Forward or post someone else's political commentary or
writing

Current RDD internet users [n=1,578]	7	93	*

i Create and post your own political audio or video
recordings

Current total internet users [n=1,727]	1	99	*

j Forward or post someone else's political audio or video
recordings

Current RDD internet users [n=1,578]	4	96	*

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[54] Prior to November 2006, item wording was: "Find out about endorsements or ratings of candidates by organizations or groups".
[55] Question 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."
[56] Question 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."
[57] Question 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."
[58] Question 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."

Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between November 8 to December 4, 2006, among a sample of 2,562 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.1 percentage points. For results based Internet users (n=1,727), the margin of sampling error is plus or minus 2.6 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

There were two different samples for this survey. One was a random digit dial landline sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number. A total of 2,362 interviews were obtained from the landline sample.

An additional 200 interviews were conducted with cell phone users who do not have access to a landline at their residence. The cell phone sample was drawn from 1000-blocks that have been allocated to one or more wireless service providers according to the most recent Telcordia TMP data file. The file is stratified by FIPS code, carrier name and 1000-block in an attempt to get a sample that is representative both geographically and by carrier. From a random start within the first sampling interval, systematic selections of 1000-blocks are performed and 3-digit random numbers are appended to each 1000-block stem to complete phone numbers. SSI did not screen the sample for disconnects or business numbers since that would violate TCPA rules prohibiting the automated dialing of wireless numbers. Only people contacted from the cell phone sample who did not use a landline were included in the survey. Those with access to a landline were screened out.

New sample was released daily and was kept in the field for at least five days for the RDD sample. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 10 attempts were made to complete an interview at sampled phone numbers. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each household received at least one daytime call in an attempt to find someone at home. In each landline contacted household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender. All interviews completed on any given day were considered to be the final sample for that day.

For the cell phone sample, interviewers attempted to conduct an interview with the person who answered the phone once they confirmed that the respondent was not driving

or doing anything else that might be dangerous. Interviewers also confirmed that the person was at least 18 years old. Only respondents who identified their cell phone as their only phone continued with the main interview. Those who also had access to a landline at their residence were screened out of the survey as ineligible. The CPO questionnaire contained a subset of questions from the original landline Post-Election November Tracking Survey.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2005 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone.[59] These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

[59] The weighting parameters for this survey were the same as parameters for past PIAL Tracking survey. We did add one additional parameter so that our final weighted sample was approximately 10 percent CPO households.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

Total Numbers dialed	27,992	
Business	1,559	
Computer/Fax	1,260	
Other Not-Working	10,000	
Working numbers	15,173	54.2%
No Answer	490	
Busy	220	
Answering Machine/Voicemail	2,783	
Callbacks	329	
Other Non-Contacts	1,606	
Contacted numbers	9,745	64.2%
Initial Refusals	4,010	
Second Refusals	1,579	
Cooperating numbers	4,156	42.6%
No Adult in HH	55	
Not Cell Phone Only	896	
Language Barrier	475	
Eligible numbers	2,730	65.7%
Interrupted	168	
Completes	2,562	93.8%
Response Rate		25.7%

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the phone numbers in the sample, 64 percent were contacted by an interviewer and 43 percent agreed to participate in the survey. Sixty-six percent were found eligible for the interview. Furthermore, 94 percent of eligible respondents completed the interview. Therefore, the final response rate is 26 percent.

Endnotes

[1] November 2004 trends based on Post-election tracking survey conducted November 4-22, 2004 [N=2,200].

[2] November 2002 trends based on daily tracking survey conducted October 28–November 24, 2002 [N=2,745].

[3] Nov 2000A trends based on a daily tracking survey conducted November 2–December 1, 2000 [N=6,321].

[4] Fall 2000 trends based on the daily tracking survey conducted September 15–December 22, 2000 [N=13,342].

[5] 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.

[6] 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.

[7] 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.

[8] November 2000C trends based on the Pew Research Center for the People and the Press November 2000 Election Weekend Survey conducted by Princeton Survey Research Associates. [N=2,254 adults 18 and older]. Interview dates: November 2-5, 2000. In this trend question, N=1,829 registered voters

[9] November 1998 trends based on the Pew Research Center for People and the Press 1998 Technology Survey conducted by Princeton Survey Research Associates. N=2,000 adults 18 years or older. Interview dates: October 26–December 1, 1998.