

November 2004 Post-Election Tracking Survey

Final Topline

12/21/04

1

Data for November 4 – November 22, 2004

Princeton Survey Research Associates International
for the Pew Internet & American Life Project

Sample: $n = 2,200$ adults 18 and older

Interviewing dates: 11.04.04 – 11.22.04

Margin of error is plus or minus 2 percentage points for results based on the full sample [$n=2,200$]

Margin of error is plus or minus 3 percentage points for results based on internet users [$n=1,324$]

Margin of error is plus or minus 4 percentage points for results based on total online political news consumers [$n=937$]

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

	SATISFIED	DISSATISFIED	DON'T KNOW /REFUSED
Current	46	46	8
May/June 2004 ¹	33	56	11
February 2004 ²	40	50	10
November 2003 ³	43	49	9
July 2003 ⁴	46	45	9
June 2003 ⁵	49	42	9
April/May 2003 ⁶	54	37	8
March 12-19, 2003 ⁷	42	49	10
March 3-11, 2003 ⁸	41	51	8
February 2003 ⁹	38	54	9
December 2002 ¹⁰	41	47	11
November 2002 ¹¹	43	48	10
October 2002 ¹²	40	49	11
September 2002 ¹³	44	45	10
July 2002 ¹⁴	45	43	11
March/May 2002 ¹⁵	52	37	11
January 2002 ¹⁶	58	33	9
December 2001 ¹⁷	61	29	10
November 2001 ¹⁸	62	28	9
October 2001 ¹⁹	57	33	10
September 2001 ²⁰	46	44	11
August 2001 ²¹	44	46	10
February 2001 ²²	53	38	10
December 2000 ²³	50	42	8
November 2000 ²⁴	50	41	9
October 2000 ²⁵	53	39	8
September 2000 ²⁶	51	40	9
July/August 2000 ²⁷	52	39	9
May/June 2000 ²⁸	51	41	8
March/April 2000 ²⁹	50	41	9

Q2 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?

2

	YES	NO	DON'T KNOW /REFUSED
Current	38	62	*
November 2002	39	61	*
October 2002	41	58	*
September 2002	39	61	*
June 26-July 26, 2002	38	62	*
March/May 2002	38	62	*
January 2002	41	59	*
Dec. 17-23, 2002	39	61	*
Nov. 19-Dec. 16 2001	38	62	*
Oct. 19-Nov. 18 2001	38	61	1
October 2-7 2001	41	59	0
August 2001	39	61	*
February 2001	40	60	*
Fall 2000	40	60	*
July/August 2000	40	60	*
May/June 2000	38	62	*
March/April 2000	41	59	*

Q3 Did you watch the news or a news program on television yesterday, or not?

	YES, WATCHED TV NEWS YESTERDAY	NO, DID NOT WATCH TV NEWS YESTERDAY	DON'T KNOW /REFUSED
Current	62	38	1
November 2002	61	39	*
October 2002	66	33	*
September 2002	59	40	1
June 26-July 26, 2002	59	41	*
March/May 2002	59	41	1
January 2002	65	35	*
Dec. 17-23, 2002	61	38	*
Nov. 19-Dec. 16 2001	64	36	*
Oct. 19-Nov. 18 2001	65	34	1
October 2-7 2001	65	35	*
August 2001	57	42	*
February 2001	61	39	*
Fall 2000	64	36	*
July/August 2000	57	43	*
May/June 2000	54	46	*
March/April 2000	58	42	*

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

3

	YES	NO	DON'T KNOW /REFUSED
Current	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 ³⁰	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*
November 2000	65	35	*
October 2000	64	36	*
September 2000	62	38	*
July/August 2000	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

Q6 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	GOES ONLINE	DOES NOT GO ONLINE
Current	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
July/August 2000	49	51
May/June 2000 ³¹	47	53
March/April 2000	48	52

Q7 Did you happen to go online or check your email **yesterday**?

Based on Internet users [N=1,324]

	YES, WENT ONLINE YESTERDAY	NO, DID NOT GO ONLINE YESTERDAY	DON'T KNOW /REFUSED
Current	61	39	*
May/June 2004	53	46	1
February 2004	55	44	*
November 2003	54	45	*
July 2003	52	47	1
June 2003	55	44	*
April/May 2003	58	42	*
March 20-25, 2003	56	44	*
March 3-11, 2003	60	40	0
February 2003	60	40	*
December 2002	56	44	*
November 2002	57	43	*
October 2002	57	43	0
September 2002	58	42	*
June 26-July 26, 2002	53	47	*
March/May 2002	57	43	*
January 2002 ¹	59	41	*
Dec. 17-23, 2001	58	42	*
Nov. 19-Dec. 16 2001	60	40	*
Oct. 19-Nov. 18 2001	61	39	*
Oct. 8-18 2001	51	49	1
October 2-7 2001	56	43	1
Sept 20-Oct 1 2001	57	42	1
Sept 12-19 2001	51	49	*
August 2001	56	44	*
February 2001 ²	59	41	*
Fall 2000	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000	55	45	0
March 2000	60	40	*

¹ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

² Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

Q8/9 When you went online yesterday, did you go online from **home**?
Did you go online from **work** yesterday?

Based on users who went online yesterday [N=822]

	ONLINE YESTERDAY AT HOME ONLY	ONLINE YESTERDAY AT WORK ONLY	BOTH AT HOME AND AT WORK	DON'T KNOW /REFUSED
Current	50	19	29	2
May/June 2004	58	16	24	2
February 2004	55	19	23	2
November 2003	54	17	26	4
July 2003	62	15	21	2
June 2003	58	19	21	2
April/May 2003	57	19	22	2
March 20-25, 2003	56	20	23	2
March 3-11, 2003	57	17	23	3
February 2003	53	20	24	4
December 2002	58	18	21	4
November 2002	52	21	24	3
October 2002	53	21	23	3
September 2002	60	20	19	2
June 26-July 26, 2002	59	18	20	2
March/May 2002	56	18	22	3
January 2002	61	16	20	2
Dec. 17-23, 2001	56	20	22	2
Nov. 19-Dec. 16 2001	57	19	20	4
Oct. 19-Nov. 18 2001	58	20	20	2
Oct. 8-18 2001	51	23	23	3
October 2-7 2001	55	20	23	2
Sept 20-Oct 1 2001	60	21	15	5
Sept 12-19 2001	54	22	20	3
August 2001	57	23	18	3
February 2001	59	17	21	3
Fall 2000	55	20	21	3
July/August 2000	61	18	19	2
May/June 2000	58	22	18	2
April 2000	55	21	21	3
March 2000	56	21	20	3

Q12 About how many years have you had access to the Internet? (*Note Question Wording*)³²

Q12.1 About how many months is that?

Based on Internet users [N=1,324]

	WITHIN THE LAST SIX MONTHS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	----- FOUR YEARS	----- FIVE YEARS	----- SIX OR MORE	DON'T KNOW /REFUSED
Current	1	4	11	83	6	17	60	2
May/June 2004	2	4	15	78	9	16	54	1
February 2004	2	3	14	79	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 20-25, 2003	3	6	16	74	10	18	46	1
March 12-19, 2003	2	7	16	74	12	18	44	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999 ³³	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

- Q13 Do you ever go online from **home**?
 Q8 When you went online yesterday, did you go online from **home**?

Based on Internet users [N=1,324]

	TOTAL, GO ONLINE FROM HOME	WENT ONLINE FROM HOME YESTERDAY	GO ONLINE FROM HOME (NOT YESTERDAY)	DON'T GO ONLINE FROM HOME	DON'T KNOW /REFUSED
Current	88	48	40	12	*
May/June 2004	88	43	45	12	0
February 2004	90	44	46	10	0
November 2003	87	43	44	13	0
July 2003	87	44	43	13	*
June 2003	87	44	43	13	*
April/May 2003	90	46	45	10	0
March 20-25, 2003	89	44	45	11	*
March 3-11, 2003	89	49	40	11	0
February 2003	89	46	43	11	0
December 2002	87	44	43	12	*
November 2002	87	44	43	13	*
October 2002	88	43	45	12	0
September 2002	87	45	42	13	0
June 26-July 26, 2002	86	42	44	14	0
March/May 2002	87	45	42	13	0
January 2002	88	48	40	12	*
Dec. 17-23, 2001	88	45	43	12	0
Nov. 19-Dec. 16 2001	88	46	42	12	*
Oct. 19-Nov. 18 2001	87	47	40	13	*
Oct. 8-18 2001	87	38	50	13	0
October 2-7 2001	89	43	45	11	0
Sept 20-Oct 1 2001	87	42	44	13	*
Sept 12-19 2001	86	38	49	14	*
August 2001	84	41	42	16	0
February 2001	85	47	38	15	*
Fall 2000	83	43	41	17	*
July/August 2000	84	39	45	16	0
May/June 2000	83	39	44	17	0
April 2000	83	42	41	17	0
March 2000	81	46	35	19	0

Q14 In general, how often do you go online from **home** — several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

Based on users who go online from home [N=1,165]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW /REFUSED
Current	30	27	19	17	4	3	*
May/June 2004	28	25	18	19	6	4	1
February 2004	28	26	20	16	6	3	1
November 2003	26	28	22	16	5	3	*
July 2003	23	28	21	16	8	3	1
June 2003	23	28	20	19	7	3	*
April/May 2003	25	29	17	19	6	4	*
March 20-25, 2003	25	27	21	16	7	3	*
March 3-11, 2003	26	29	19	17	6	3	0
February 2003	26	26	20	17	7	4	*
December 2002	24	28	18	18	8	4	1
November 2002	25	25	21	16	7	4	*
October 2002	26	28	22	16	6	3	*
September 2002	27	26	20	17	5	4	*
June 26-July 26, 2002	23	24	22	19	8	4	*
March/May 2002	24	25	21	19	6	3	1
January 2002	24	26	21	20	5	3	*
Dec. 17-23, 2001	23	29	20	17	7	3	1
Nov. 19-Dec. 16 2001	24	28	21	16	6	4	1
Oct. 19-Nov. 18 2001	24	30	21	15	6	3	1
Oct. 8-18 2001	25	26	23	18	4	3	1
October 2-7 2001	26	26	23	18	4	3	0
Sept 20-Oct 1 2001	24	28	20	19	5	3	*
Sept 12-19 2001	21	27	23	20	6	3	*
August 2001	21	28	23	18	6	4	*
February 2001	25	29	20	17	5	4	1
Fall 2000	22	29	22	18	6	3	*
July/August 2000	23	28	21	22	4	2	*
May/June 2000	23	30	22	16	6	3	*
April 2000	24	30	20	18	5	3	*
March 2000	23	29	24	16	5	2	1

- Q15 Do you ever go online from **work**?
 Q9 Did you go online from **work** yesterday?

Based on Internet users [N=1,324]

	TOTAL, GO ONLINE FROM WORK	WENT ONLINE FROM WORK YESTERDAY	GO ONLINE FROM WORK (NOT YESTERDAY)	DON'T GO ONLINE FROM WORK	DON'T KNOW /REFUSED
Current	48	29	19	51	*
May/June 2004	51	21	30	49	1
February 2004	50	24	27	49	*
November 2003	52	23	29	48	*
July 2003	48	19	29	52	*
June 2003	50	22	28	50	*
April/May 2003	47	24	23	53	*
March 20-25, 2003	51	24	27	49	*
March 3-11, 2003	52	24	28	48	0
February 2003	52	26	26	47	*
December 2002	52	21	31	47	*
November 2002	50	26	25	49	*
October 2002	50	25	25	50	*
September 2002	49	22	27	51	0
June 26-July 26, 2002	50	20	30	50	*
March/May 2002	49	23	26	51	*
January 2002	47	22	26	53	*
Dec. 17-23, 2001	50	24	26	50	*
Nov. 19-Dec. 16 2001	52	23	29	48	0
Oct. 19-Nov. 18 2001	49	24	25	51	*
Oct. 8-18 2001	49	23	26	51	*
October 2-7 2001	49	24	25	51	0
Sept 20-Oct 1 2001	50	20	30	50	*
Sept 12-19 2001	50	22	29	49	1
August 2001	49	23	27	50	*
February 2001	49	22	27	50	1
Fall 2000	50	23	26	50	*
July/August 2000	45	18	27	55	0
May/June 2000	50	21	29	50	*
April 2000	51	24	27	49	*
March 2000	48	24	24	52	0

Q16 In general, how often do you go online from **work** — several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

Based on users who go online from work [N=653]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW /REFUSED
Current	57	20	8	9	3	2	1
May/June 2004	55	19	10	10	4	2	*
February 2004	56	19	8	10	4	2	1
November 2003	56	18	10	9	5	3	*
July 2003	47	22	11	11	5	4	*
June 2003	50	19	10	11	4	4	1
April/May 2003	53	17	12	10	4	3	1
March 20-25, 2003	53	21	9	10	5	2	*
March 3-11, 2003	52	20	9	10	6	3	*
February 2003	54	20	11	8	4	2	1
December 2002	47	19	12	13	4	6	*
November 2002	52	20	11	11	4	2	*
October 2002	51	21	10	13	3	3	1
September 2002	46	22	13	12	3	3	*
June 26-July 26, 2002	49	23	9	10	6	3	*
March/May 2002	47	22	11	12	5	3	*
January 2002	48	21	11	11	5	4	1
Dec. 17-23, 2001	48	21	11	11	6	2	1
Nov. 19-Dec. 16 2001	46	23	10	12	4	3	1
Oct. 19-Nov. 18 2001	50	18	11	11	6	4	1
Oct. 8-18 2001	48	26	9	12	2	3	*
October 2-7 2001	50	25	6	10	5	2	1
Sept 20-Oct 1 2001	44	27	9	13	4	4	*
Sept 12-19 2001	41	22	10	17	5	5	1
August 2001	44	24	11	11	4	5	1
February 2001	51	19	12	11	3	3	*
Fall 2000	45	23	11	12	4	4	1
July/August 2000	43	24	12	12	5	3	1
May/June 2000	41	22	14	12	5	5	1
April 2000	44	25	11	11	5	3	1
March 2000	40	26	13	11	5	4	1

WEB1 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?

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get news online				
Current	70	31	30	*
May/June 2004	72	27	28	*
February 2004	70	27	29	*
June 2003	69	26	30	*
April/May 2003	73	30	27	*
March 20-25, 2003	72	33	28	*
March 12-19, 2003	77	37	23	0
March 3-11, 2003	71	28	29	0
February 2003	71	26	29	*
Dec 2002	71	26	29	*
Nov 2002	67	28	33	*
Oct 2002	68	26	32	*
Sept 2002	70	25	30	*
June 26-July 26, 2002	66	22	34	*
March/May 2002	66	24	34	*
Jan 2002	71	26	29	*
Dec 17-23, 2001	70	26	29	*
Nov 19-Dec 16, 2001	74	30	26	*
Oct 19-Nov 18, 2001	71	29	29	*
Oct 8- 18, 2001	67	23	33	0
Oct 2-7, 2001	71	23	28	*
Sept 20-Oct 1, 2001	71	26	29	*
Sept 12-19, 2001	70	27	30	*
Aug 2001	64	22	35	*
Feb 2001	66	25	34	*
Fall 2000	61	22	39	*
July-August 2000	59	19	41	*
May-June 2000	60	18	40	*
April 2000	60	22	40	*
March 2000	60	22	40	*
Look for news or information about politics and the campaign				
Current	58	18	42	*
May/June 2004	49	13	51	*
February 2004	46	13	54	*
Nov 2002	40	13	60	*
Oct 2002	45	11	55	*
Sept 2002	42	9	57	*
June 26-July 26, 2002	43	9	57	0
Fall 2000	43	16	57	*
July-August 2000	30	8	70	*
May-June 2000	34	7	66	*
April 2000	34	7	66	*
March 2000	35	10	65	*

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 2004 presidential election [N=1,747]

	<u>CURRENT</u>		<u>NOV 2004</u>	<u>NOV 2002</u>
%	78	On election day	80	85
	22	By absentee or other method	20	15
	*	Don't know/Refused	*	*

vot06 When did you make up your mind definitely to vote for (INSERT CHOICE FROM Vot03/Vot03b; IF 'OTHER' IN Vot03/Vot03b INSERT 'THE CANDIDATE OF YOUR CHOICE')?

Based on those who voted in the 2004 presidential election [N=1,747]

	<u>CURRENT</u>		<u>NOV 2004</u>	<u>NOV 2000</u>	<u>NOV 1996</u>	<u>NOV 1992</u>
%	11	NET In the last week	9	14	17	25
	4	On election day	4	5	6	9
	1	On Monday/day before the election	1	2	3	4
	3	Over the last weekend before the election	1	2	2	4
	3	In the last week	3	5	6	8
	10	NET Debate period	12	20	3	13
	10	During or after the presidential debates	11	17	n/a	12
	1	After the vice presidential debate	1	3	n/a	1
	4	In September, after the conventions	6	9	12	6
	5	NET Convention period	7	7	8	12
	1	During or after the Republican convention	1	4	n/a	n/a
	3	During or after the Democratic convention	6	3	n/a	n/a
	18	Earlier this year, before the summer, during the primaries	23	21	13	18
	37	Before 2004	38	20	39	12
	n/a	Other	0	n/a	*	8
	2	Don't know/Can't remember	2	3	2	1
	13	Don't remember who voted for/Refused	4	6	6	5

- Q17** 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?

	CURRENT		NOV 2004	JAN 2004 ³⁴	NOV 2002	NOV 2000 ³	NOV 1996	NOV 1992
%	78	Television	76	79	66	70	72	82
	39	Newspapers	46	39	33	39	60	57
	17	Radio	22	15	13	15	19	12
	3	Magazines	6	13	1	4	11	9
	18	Internet	21	2	7	11	3	n/a
	4	Other	2	2	7	1	4	6
	2	Don't know/Refused	1	2	2	*	1	1

Note: Table total exceeds 100% due to multiple response.

- Q18** Do you get most of your news about the presidential election campaign from...

Based on those who get campaign news from television [N=1,728]

	CURRENT		NOV 2004	JAN 2004
%	23	Local news programming	12	17
	16	ABC Network news	11	15
	13	CBS Network news	9	11
	17	NBC Network news	13	14
	25	CNN Cable news	15	22
	8	MSNBC Cable news	6	7
	24	The Fox News Cable Channel	21	20
	3	CNBC Cable news	2	3
	7	Don't know/Refused	5	3

- Q19** Did you ever go online to get news or information about the 2004 elections? How often do you go online to get news about the elections... more than once a day, every day, three-to-five days per week, one-to-two days per week, or less often?

Based on Internet users [N=1,324]

	CURRENT		JAN 2004 INTERNET USERS	NOV 2002 INTERNET USERS	NOV 2000 INTERNET USERS	NOV 1998 INTERNET USERS
%	52	Total yes, go online to get campaign news	22	22	33	15
	5	More than once a day	2	1	4	1
	10	Every day	4	3	6	3
	10	3-5 days a week	4	4	6	2
	13	1-2 days a week	6	5	9	4
	13	Less often	6	9	8	5
	48	Total no	78	78	66	84
	*	Don't know/Refused	0	*	1	1

³ Nov 2000 trend figures based on registered voters.

Q20 Have you sent or received e-mails about the candidates or campaigns, either with personal acquaintances or from groups or political organizations?

Based on Internet users [N=1,324]

	<u>CURRENT</u>		<u>JAN 2004 INTERNET USERS</u>
%	36	Yes	18
	64	No	82
	1	Don't know/Refused	*

Q21 Have you participated in any other campaign-related activities using the Internet, such as reading discussion groups, signing petitions, or donating money online?

Based on Internet users [N=1,324]

	<u>CURRENT</u>		<u>JAN 2004 INTERNET USERS</u>
%	11	Yes	7
	89	No	93
	*	Don't know/Refused	*

Q22 Have you sent emails about the 2004 campaign to groups of family or friends who are part of an email list or online discussion group?

Based on Internet users [N=1,324]

	<u>CURRENT</u>	
%	14	Yes
	84	No/Did not send or receive any campaign-related email
	1	Don't know/Refused

Q25 Did you subscribe or sign up to receive email from any of the presidential campaigns this year, or not? Did you sign up to receive email from the Bush campaign, from the Kerry campaign, or from some other candidate's campaign?

Based on email users [N=1,239]

	<u>CURRENT</u>	
%	6	Total yes, signed up to receive email from one of the presidential campaigns
	2	Yes, Bush campaign
	4	Yes, Kerry campaign
	*	Yes, some other candidate's campaign
	93	Total no
	1	Don't know/Refused

Q26 Have you ever signed up to receive email newsletters or other online alerts containing the latest news about politics or the election?

Based on Internet users [N=1,324]

	<u>CURRENT</u>	
%	11	Yes
	89	No
	*	Don't know/Refused

Q27 During this year's election campaigns, have you...?

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
a Attended a campaign rally	7	93	*
b Given money to a political candidate	11	88	*
Item c based on email users [n=1,239]			
c Sent emails urging people to get out and vote without reference to a particular candidate	12	88	*
Item d based on email users [n=1,239]			
d Sent emails urging people to vote for a particular candidate	12	88	0
e Made telephone calls urging people to vote for a particular candidate	6	94	*
f Visited people at their homes to urge them to vote for a particular candidate	4	96	*

Q28 During this year's election, did you happen to sign up ONLINE for any VOLUNTEER activities related to the campaign – like helping to organize a rally, register voters, or get people to the polls on election day – or did you not sign up online for any volunteer activities?

Based on Internet users [N=1,324]

	<u>CURRENT</u>	
%	3	Yes, volunteered online
	97	No, did not volunteer online
	0	Don't know/Refused

Q31 Now I'd like to ask about the types of campaigns and elections you learned about online. (First,) Did you get any information online about..., or not?⁴

Based on online political news consumers [N=937]

	YES	NO	DON'T KNOW/ REFUSED
a The race for President			
Current total online political news consumers ⁵	63	37	1
b Races for U.S. Senate			
Current total online political news consumers	29	70	1
Current online political news consumers comparable to Nov 2002 ⁶	31	68	1
Nov 2002	47	52	1
c Races for U.S. House			
Current total online political news consumers	19	79	2
Current online political news consumers comparable to Nov 2002	20	78	2
Nov 2002	42	57	1
d Races for Governor			
Current total online political news consumers	18	82	1
Current online political news consumers comparable to Nov 2002	19	81	1
Nov 2002	60	40	1
e Local races in your area			
Current total online political news consumers	25	74	1
Current online political news consumers comparable to Nov 2002	26	73	1
Nov 2002	44	56	1
Current online political news consumers comparable to Nov 1998/Nov 2000 ⁷	29	70	1
Nov 1998	56	43	1
f Ballot measures or initiatives			
Current total online political news consumers	23	76	1
Current online political news consumers comparable to Nov 2002	23	76	1
Nov 2002	35	63	2

⁴ In Nov 2002, the question read "I'd like to ask you about what types of campaigns and elections you go online to look for information about. Do you go online to look for information about...?"

⁵ In the current survey, online political news consumers are those who said yes to current Q19, Q20, Q21 or Web1 Act11 "Look for news or information about politics or the campaign."

⁶ In Nov 2002, online political news consumers were defined as those who answered yes to current Q19 or Web1 Act11.

⁷ In Nov 1998 and Nov 2000, online political news consumers were defined as those who answered yes to current Q19.

Q32 Where do you go ONLINE most often for news and information about the 2004 elections?

Based on online political news consumers [N=937]

	<u>CURRENT TOTAL</u>	<u>CURRENT 2002 COMPARABLE</u>	<u>CURRENT 1998/2000 COMPARABLE</u>		<u>NOV 2002</u>	<u>NOV 2000</u>	<u>NOV 1998</u>
%	28	30	28	The news sites of commercial online services such as America Online	16	27	26
	43	45	50	The Websites of major news organizations such as CNN or the New York Times	43	47	50
	11	11	11	The websites of local news organizations in your area	17	12	29
	5	5	7	Sites that specialize in politics	6	7	16
	6	7	8	Websites set up by the candidates themselves	7	7	7
	4	5	6	Issue-oriented websites	7	4	14
	5	5	4	The websites of state or local governments	10	6	20
	n/a	n/a	n/a	Television, radio, or newspapers	4	n/a	n/a
	4	4	4	Some other source	3	15	10
	10	7	4	Don't know/Refused	11	2	9

Note: Table total exceeds 100% due to multiple response.

Q33 Which ONE online source would you say you used the most often when you looked online for news or information about the 2004 elections?

Based on online political news consumers [N=937]

	<u>CURRENT</u>	
%	20	CNN.com
	10	America Online
	10	Microsoft/MSN
	8	Yahoo
	5	MSNBC
	5	FOX news
	4	Local news site
	3	New York Times
	3	Google
	1	Drudge Report
	1	ABC news
	1	CBS news
	1	Comcast.net
	14	Other
	14	Don't know/Refused

Q34 Now thinking about some campaign websites, do you ever go onto (INSERT ITEM; ROTATE) to get news or information about the 2004 elections?

Based on internet users [N=1,324]

	YES	NO	DON'T KNOW/ REFUSED
a The Kerry/Edwards campaign website			
Current total internet users	18	82	*
Current total online political news consumers	25	75	*
b The Bush/Cheney campaign website			
Current total internet users	14	86	*
Current total online political news consumers	20	80	*
c The websites of the Democratic and Republican National Committees			
Current total internet users	14	86	1
Current total online political news consumers	19	80	1

Q35 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?

Based on Internet users [N=1,324]

	CURRENT INTERNET USERS	CURRENT ONLINE POLITICAL NEWS CONSUMERS		NOV 2002 INTERNET USERS	NOV 1998 INTERNET USERS
%	34	44	Yes	39	28
	65	56	No	61	72
	*	*	Don't know/Refused	1	*

Q36 In general, when you go online to look for news and information about politics, campaigns and elections, how often are you able to find the information you are looking for...always, most of the time, only some of the time, or never?

Based on online political news consumers [N=937]

	CURRENT TOTAL	CURRENT 2002 COMPARABLE		NOV 2002
%	23	23	Always	20
	47	49	Most of the time	51
	17	18	Only sometimes	19
	8	5	Never	6
	5	4	Don't know/Refused	4

Q37 When you went online to get information about the ELECTIONS, did you ever do any of the following? (First,) did you ever...

Based on online political news consumers [N=937]

	YES	NO	DON'T KNOW/ REFUSED
a Participate in on-line discussions or 'chat' groups about the elections			
Current total online political news consumers	7	93	0
Current online political news consumers comparable to Jan 2004 ⁸	8	92	0
Jan 2004 ⁹	13	87	0
Current online political news consumers comparable to Nov 2002	8	92	0
Nov 2002	7	92	1
Current online political news consumers comparable to Nov 1998/Nov 2000	9	91	0
Nov 2000	8	92	*
Nov 1998	13	87	*
b Register your own opinions by participating in an online poll ¹⁰			
Current total online political news consumers	22	77	1
Current online political news consumers comparable to Nov 2002	24	75	1
Nov 2002	32	67	1
Current online political news consumers comparable to Nov 1998/Nov 2000	28	71	*
Nov 2000	35	65	*
Nov 1998	26	74	*
c Get information about a candidate's voting record			
Current total online political news consumers	25	75	*
Current online political news consumers comparable to Nov 2002	27	73	*
Nov 2002	34	65	1
Current online political news consumers comparable to Nov 1998/Nov 2000	32	67	*
Nov 2000	33	67	*
Nov 1998	30	70	*
d Get information about when or where to vote			
Current total online political news consumers	22	78	0
Current online political news consumers comparable to Nov 2002	23	77	0
Nov 2002	22	77	1
Current online political news consumers comparable to Nov 1998/Nov 2000	25	75	0
Nov 2000	16	84	*
Nov 1998	12	88	*

Continued...

⁸ In Jan 2004, online political news consumers were defined as those who answered yes to current Q19 or Q20 or Q21.

⁹ In Jan 2004 the item read "...online discussions, blogs or 'chat' groups about the election." In Jan 2004, all items in this question were based on adults who go online to get news or information about the 2004 elections, sent or received emails about the candidates or campaigns, or participated in any other campaign-related activities using the Internet.

¹⁰ In previous polls, the item read "Register your own opinions by participating in an *electronic* poll."

Q37 continued...

	YES	NO	DON'T KNOW/ REFUSED
e Contribute money online to a candidate running for public office ¹¹			
Current total online political news consumers	5	95	*
Current online political news consumers comparable to Nov 2002	5	94	*
Nov 2002	5	94	1
Current online political news consumers comparable to Nov 1998/Nov 2000	6	93	*
Nov 2000	5	95	*
f Look for more information about candidates' positions on the issues			
Current total online political news consumers	43	56	*
Current online political news consumers comparable to Jan 2004	47	52	*
Jan 2004	52	48	0
Current online political news consumers comparable to Nov 2002	46	54	*
Nov 2002	64	35	1
Current online political news consumers comparable to Nov 1998/Nov 2000	53	46	*
Nov 2000	69	31	*
g Get or send email with jokes about the campaigns and elections			
Current total online political news consumers	51	49	*
Current online political news consumers comparable to Nov 2002	49	51	*
Nov 2002	31	68	1
h Find out about endorsements or ratings of candidates by organizations or groups			
Current total online political news consumers	25	75	*
Current online political news consumers comparable to Nov 2002	26	73	*
Nov 2002	38	61	1
i Find out how the candidates were doing in the public opinion polls			
Current total online political news consumers	49	51	0
j Check the accuracy of claims made by or about the candidates			
Current total online political news consumers	39	60	1
k Watch video clips about the candidates or the election that are available online			
Current total online political news consumers	30	70	*

¹¹ In previous surveys, item e read "Contribute money to a candidate running for public office through his or her website."

Q38 Which of the following comes closest to describing WHY you go online to get news and information about the 2004 elections?

Based on online political news consumers [N=937]

	<u>CURRENT TOTAL</u>	<u>CURRENT 2002 COMPARABLE</u>	<u>CURRENT 1998/2000 COMPARABLE</u>		<u>NOV 2002</u>	<u>NOV 2000</u>
%	9	9	11	Because you can get information on the Web that is not available elsewhere	9	12
	50	52	58	Because getting information online is more convenient for you	49	56
	6	7	7	Because the Web offers new sources that reflect your own interests or values, OR...	7	6
	33	34	33	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	37	29
	5	5	3	Some other reason	5	11
	9	7	4	Don't know/Refused	9	1

Q39 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?

Based on Internet users [N=1,324]

	<u>CURRENT INTERNET USERS</u>	<u>CURRENT ONLINE POLITICAL NEWS CONSUMERS</u>		<u>JAN 2004 INTERNET USERS</u>
%	51	59	Yes	39
	48	40	No	38
	1	2	Don't know/Refused	1

Q41 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?

Based on online political news consumers [N=937]

	<u>CURRENT</u>	
%	26	Sites that share my point of view
	32	Sites that don't have a particular point of view
	21	Sites that challenge my point of view
	21	Don't know/Refused

Q42 Thinking about ALL of the information available online about this year’s campaign, do you think the internet has RAISED the overall quality of public debate about the candidates and issues, has LOWERED the overall quality of public debate, or that the internet hasn’t made much difference?

Based on Internet users [N=1,324]

	CURRENT INTERNET USERS	CURRENT ONLINE POLITICAL NEWS CONSUMERS	
%	49	56	Internet has raised overall quality of public debate
	5	5	Internet has lowered overall quality of public debate
	36	32	Internet hasn’t made much difference
	1	1	(VOL) Internet has both raised/lowered quality of public debate
	9	6	Don’t know/Refused

Q43 How important, if at all, has the Internet been in terms of providing you with information to help you decide how to vote in the November election?

Based on Internet users [N=1,324]

	CURRENT INTERNET USERS	CURRENT ONLINE POLITICAL NEWS CONSUMERS		NOV 2002 INTERNET USERS
%	14	19	Very important	8
	26	33	Somewhat important	25
	18	20	Not very important	27
	38	27	Not at all important	39
	2	2	Didn’t vote	*
	1	1	Don’t know/Refused	1

Q44 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 Internet users [N=1,324]

	CURRENT TOTAL INTERNET USERS	CURRENT ONLINE POLITICAL NEWS CONSUMERS	
%	18	23	Encouraged me to vote
	1	1	Discouraged me from voting
	80	75	Had no impact on decision about whether to vote
	1	1	Don’t know/Refused

- Q45** Did any of the information you saw or read online about the 2004 elections make you decide to vote for or against a particular candidate?

Based on Internet users [N=1,324]

	CURRENT INTERNET USERS	CURRENT ONLINE POLITICAL NEWS CONSUMERS	CURRENT 2002 COMPARABLE	CURRENT 1998/2000 COMPARABLE		NOV 2002 ¹²	NOV 2000	NOV 1998
%	21	27	29	32	Yes	25	43	34
	77	72	70	67	No/(VOL) Didn't vote	71	55	63
	2	2	2	1	Don't know/Refused	4	2	3

- Q46** How often do you get news or information from the following sources? Regularly, sometimes, or hardly ever?

Based on Form A respondents [N=1,084]

	REGULARLY	SOMETIMES	HARDLY EVER	DON'T KNOW/ REFUSED
a Local television news	66	18	16	*
b National nightly network news on CBS, ABC or NBC	45	25	28	2
c Cable news channels such as CNN, MSNBC or the Fox News CABLE Channel	38	28	33	1
d National Public Radio (NPR)	15	18	66	1
e C-SPAN	6	18	76	1
f <i>NewsHour</i> with Jim Lehrer	5	14	80	1
g Late night TV shows such as David Letterman and Jay Leno	10	23	67	*
h Morning TV shows such as <i>Today</i> , <i>Good Morning America</i> or <i>The Early Show</i>	20	25	54	1
i <i>The Daily Show</i> with Jon Stewart	5	10	84	1
j Sunday morning news shows such as <i>Meet the Press</i> , <i>This Week</i> or <i>Face the Nation</i>	14	21	65	1
k Rush Limbaugh's radio show	5	11	83	1
l Howard Stern's radio show	3	8	89	*

¹² All trend figures for Q45 based on online political news consumers.

Q47 How often do you get news or information from the following sources? Regularly, sometimes, or hardly ever?

Based on Form B respondents [N=1,116]

	REGULARLY	SOMETIMES	HARDLY EVER	DON'T KNOW/ REFUSED
a A local daily newspaper	51	20	29	*
b The print edition of a national daily newspaper, such as the <i>New York Times</i> or <i>USA Today</i>	10	14	76	1
c News magazines such as <i>Time</i> , <i>U.S. News</i> , or <i>Newsweek</i>	12	25	63	*
d Business magazines such as <i>Fortune</i> and <i>Forbes</i>	4	11	85	*
e Magazines such as <i>The Atlantic</i> , <i>Harper's</i> or <i>The New Yorker</i>	3	6	91	*
f Political magazines such as <i>The Nation</i> or <i>The New Republic</i>	1	5	93	*
Items g-l based on Form B Internet users [n=690]				
g The news pages of Internet service providers such as AOL News or Yahoo News	22	24	54	0
h Network TV news Web sites such as CNN.com, ABCnews.com, or MSNBC.com	27	31	43	0
i The Web sites of major national newspapers such as the USA Today.com, New York Times.com, or the Wall Street Journal online	8	20	71	*
j The Web sites of your local newspaper or TV stations	18	27	55	*
k Other kinds of online news magazines and opinion sites such as Slate.com or National Review	4	9	87	*
l Online columns or blogs such as Talking Points Memo, the Daily Kos, or Instapundit	4	6	90	1

Q52 In the past year, have you...?

	YES	NO	DON'T KNOW/ REFUSED
a Read a book about current politics or national affairs	16	84	1
b Seen any documentary films related to the campaign or the candidates	31	68	1

Endnotes

- ¹ May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ² February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ³ November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ⁴ July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ⁵ June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ⁶ April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ⁷ March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].
- ⁸ March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].
- ⁹ February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ¹⁰ December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ¹¹ November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ¹² October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ¹³ September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ¹⁴ July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ¹⁵ March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ¹⁶ January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ¹⁷ December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- ¹⁸ November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.
- ¹⁹ October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.
- ²⁰ September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.
- ²¹ August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- ²² February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ²³ December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

- ²⁴ November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ²⁵ October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ²⁶ September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ²⁷ July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ²⁸ May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ²⁹ March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ³⁰ March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].
- ³¹ In March through June 2000, Q6 asked only of computer users (Q5=1).
- ³² Question wording for all trends in Q12/Q12.0 on or before March/May 2002 as follows: “When did you first start going online: was it within the last six months, a year ago, two or three years ago, or more than three years ago?”; “About how many years have you had Internet access?”
- ³³ All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.
- ³⁴ Jan 2004 figures based on the Pew Research Center for the People and the Press Political Communications Study, December 19, 2003 through January 4, 2004 [n=1,506].