<u>One-in-Ten Voters Online For Campaign '96</u>
NEWS ATTRACTS MOST INTERNET USERS

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The numbers are still modest but the Internet is beginning to play a role in the news habits of a significant number of American consumers. Over one-in-five Americans now go online -- either at home, work or school. Nearly three-fourths of this group sometimes get news from the World Wide Web or from a commercial service.

About 21 million Americans (12% of the voting age population) obtained political or policy news from online sources this year, and of them about 7 million (4%) used the Internet and/or commercial services for information about the Presidential election. The Pew Center's post-election survey found that 3% of *voters* on election day said that Internet sites or online services were their *principal* election news source and as many as 10% of voters said they got some information about the election from the Internet.

While the political campaign was of interest to many online news consumers, even larger electronic audiences -- more than four-in-ten online users -- regularly follow news of science, health, and technology on the Internet.

As in the past, there is little indication that online news use is supplanting traditional media behavior. Americans who get news on the Internet or from commercial online services read, watch and listen to the news as much as the public at large. In fact, a fair amount of crossover between old and new media is apparent; 42% of online news users said they go on the Internet to follow up on stories they see in newspapers or on TV. There is also substantial incidental consumption of online news. As many as 53% of users said they read news in the course of going online for other purposes.

In the 1996 Presidential campaign, users said they were looking for things not available from traditional media sources and liked the convenience of getting political material online. But in a drama-less election, there was little indication that information obtained on the Internet or on commercial services was particularly compelling to users. Only about one-in-four said they found such information very helpful.

A surprisingly high proportion of election news seekers said they went online for information about Congressional (33%) and local (24%) races this year. Online users are younger on average than the general population and usually not interested in local news, but local online news sites were called up relatively often by the end of the campaign and were well rated for their helpfulness as information providers.

These are the findings of a series of surveys conducted over the course of the year by the Pew Research Center that tracked the use of online sources for information about the campaign. The project, which followed up on our 1995 survey of "Technology in the American Household,[1]" culminated with an in-depth national survey of 1,003 online users in October that explored motivations, patterns of use, and attitudes toward campaign news and information found online.

The Web sites of major news organizations -- both newspapers and television networks -- were most often cited as sources of political information, followed by candidate sites and local news sources. About one-in-four rated them as very useful. The Web sites of national news organizations, along with local news sites, received the best ratings; about one-in-three described them as very useful. Of the election-specific sites, CNN/Time AllPolitics attracted the most campaign news consumers (40%), followed by PoliticsNow (16%). Of the partisan sites, Clinton/Gore was better rated than Dole/Kemp. But the House of Representatives home page got a higher rating than the White House Web page.

Half of those who sought election news online (56%) downloaded political news or information from the Internet or from a commercial service. One-in-three took part in public opinion surveys (34%), and a similar percentage participated in online discussions about the election.

A significant number of online election news seekers can be categorized as political junkies. Fully (38%) sought campaign news because they enjoy following politics. However, more of them (59%) said they were motivated by a belief that it is their civic duty to follow politics. About one-in-five (17%) went online to get political news and information for work or school assignments.

The survey found few partisan differences between those who went online for political information and the public at large, particularly when the demographic profile of the online audience is taken into account. Online users are about as interested in politics as most Americans, but are substantially more knowledgeable. For example, 71% were able to identify Bob Dole as the candidate who called for a 15% across-the-board income tax cut compared to 59% of the general public.

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[1] "Americans Going Online... Explosive Growth, Uncertain Destinations." Times Mirror (now Pew Research) Center for the People & the Press, Washington DC. October 1995.

Other Highlights of the Report:

✦ The biggest and perhaps most significant change since 1995 is the increased use of the World Wide Web. Nearly three out of four (73%) report having used the Web, compared to only 21% then. Web use also appears to be more frequent: 51% said they used the Web either yesterday or sometime in the past week, compared to 12% last year.

✦ Internet users are going online at slightly higher rates than last year. More are seeking information about finances, travel and entertainment, and more are going online for pleasure.

✦ The largest increase in online activities has occurred among users who go online to get entertainment-related information (30% do this at least weekly, up from 19% in 1995) and for financial information (22%, compared to 14% in 1995).

✦ How Americans go online has also changed significantly in a year. Twice as many people subscribe to an Internet access provider now. As a consequence, subscriptions to some of the major commercial online services have fallen off. The exception is America Online.

✦ America Online has emerged as the dominant commercial online service, but many online users are bypassing commercial services in favor of Internet access providers.

✦ E-mail use has increased to 77% of online users (who send or receive e-mail at least once every few weeks) from 65% in 1995.

✦ New users more often go online solely for pleasure, compared to more experienced users, and are more apt to spend time browsing than looking for specific information.

ONLINE USE

The Pew Research Center survey of 1,003 online users in October 1996 shows slow but steady growth in this activity. Online users are going online at slightly higher rates than was the case some 16 months ago. Their motivations and their behavior have changed somewhat. More are going online for pleasure, and more are seeking information about finances, travel and entertainment.

The biggest and perhaps most significant change over the last year is the increased use of the World Wide Web. Nearly three-out-of-four (73%) report having used the Web, compared to only 21% in 1995. Web use appears to be frequent: 51% said they used the Web either yesterday or sometime in the past week vs. 12% last year.

The means by which Americans go online has also changed significantly in a year's time. Twice as many people subscribe to an Internet access provider compared to June of 1995. As a consequence, subscriptions to some of the major commercial online services have fallen off. The exception is America Online which has continued to attract new subscribers.

Online Use Increases

The online population has grown substantially over the last year. In June 1995, 14% of the general public said they went online either from work, school or home. By September 1996 that number had climbed to 22%. The percent of Americans turning to online sources for news about current events, public issues and politics has remained relatively constant over the last year. During the 1996 Presidential campaign, approximately 4% of the public went online specifically for news about the upcoming election. The number of people doing so did not increase markedly as election day drew near.

	1995		------*1996*------				Early
	June	Jan.	Feb.	March	April	July	Sept.
	%	%	%	%	%	%	%
Total	14	21	21	22	20	22	22
Goes Online for...							
Current events/political news	n/a	11	11	14	10	13	12
Presidential election news	n/a	n/a	4	4	3	3	5

Trend in Online Use

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Young, Affluent Suburbanites Online[2]

Online users are different in important ways from the general public. They are younger, more affluent and better educated. Some 37% of online users are under the age of 30, compared to only 22% of the general public. Nearly four-in-ten (38%) make over $50,000 a year, compared to 22% of the public. And nearly twice as many were graduated from college (39% vs. 21% of the general public).

A significant gender gap exists among online users. Men make up a disproportionate share of this population: 58% vs. 42% women.

Online use is more a suburban than a rural activity. Nearly one third of online users (31%) live in the suburbs, only 14% are from rural areas.

Politically, online users tend to be slightly more Republican than the public at large. However, when compared to a demographically balanced sample of the public[3], online users are nearly indistinguishable in terms of their party identification and basic political preferences.

Demographic Profile Of Online Users*

	Total Pop. %	Online Pop. %
Gender		
Male	48	58
Female	52	42
Race		
White	85	86
Non-white	14	14
Black	10	9
Age		
18-24	12	23
25-29	10	14
30-49	42	51
50+	35	11
Income		
$75,000 +	10	19
$50,000 - $74,999	12	19
$30,000 - $49,999	25	28
$20,000 - $29,999	17	12
< $20,000	23	13
Education		
College Grad	21	39
Some College	23	30
High School or Less	56	30
Region		
East	20	23
Midwest	25	20
South	34	32
West	21	25
Community Size		
Large City	20	22
Suburb	23	31
Small City/Town	35	32
Rural	21	14

* Based on 4,475 interviews/1,082 online users.

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[2] This analysis is based primarily on 4,475 interviews (including 1,082 online users) conducted during April, July and September 1996.

[3] For this analysis, a sample of the public was weighted to match the age, sex and educational distribution of the online population. Comparisons were then made between the political attitudes of this matched sample and the online population.

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Online users are about as interested in politics as most Americans but are substantially more knowledgeable. Some 71% were able to identify Bob Dole as the candidate who called for a 15% across-the-board tax cut. A much smaller percentage (59%) of the general public could do so. A majority (55%) of online users correctly linked Bill Clinton to the phrase "bridge to the future," compared to 38% of the public at large.

New Users

New online users, defined here as those who started going online in the last six months, differ in important ways from those who have been going online for a year or more. They go online less frequently than more experienced users. Only 17% of new users report going online everyday, compared to 31% of those who started going online two to three years ago, and 47% of those who have been online for more than three years.

Political Profile Of Online Users*			
	Total Pop.	Wtd. Pop.✚	Online Pop.
	%	%	%
Party ID			
Republican	29	31	34
Democrat	33	31	28
Independent	32	35	36
1996 Pres Pref✦			
Clinton	49	48	47
Dole	34	36	38
Perot	11	12	12
1996 Cong Pref✦			
Republican	44	46	50
Democrat	49	48	47

* Based on 2,724 interviews/690 online users conducted July, Sept. 1996.
✚ Demographically balanced sample (see footnote on previous page).
✦ Among registered voters.

New users more often go online solely for pleasure and are more apt to spend time browsing than looking for specific information. New users spend less time exploring the World Wide Web: 38% have *never* used the Web compared to only 18% of those who have been online at least two years. Similarly nearly half (49%) of those who started going online more than three years ago report having used the Web yesterday, compared to only 15% of those who began going online within the last six months.

Familiarity Breeds... Contentment

Compared with online users interviewed in 1995, today's users are only slightly more likely to say they would miss going online "a lot" or "some" if they could no longer do it. But the influx of new users into the online population masks the growing attachment to online use felt by many veteran users.

Among users who said they began going online within the last six months, only 24% would miss going online a lot, and 39% would miss it some. But among those who began going online two to three years ago, 40% would miss it a lot. And among those who began over three years ago, a majority (55%) would miss going online a lot. Only 15% of these veteran users said they would miss it "not much" or "not at all." Of online users interviewed in 1995 who said they would miss going online not at all, only 21% still feel that way.

Experienced Users Would Miss Going Online
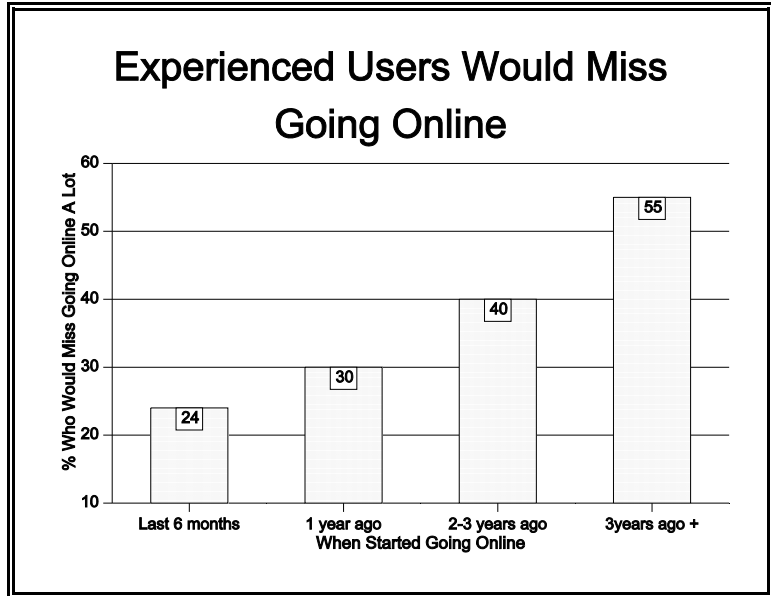
Of the previous online users contacted for this survey, 197 said they *no longer go online*. These respondents were not interviewed as part of the online sample, however, they were asked *why* they have stopped going online. Many said they stopped because they no longer have access to the Internet. But a significant number have stopped voluntarily, saying they no longer have a use for the Internet or any interest in going online.

*Top Reasons Why Some Previous Online Users No Longer Go Online**

1. No longer have access to the Internet
2. Too busy/No time
3. No longer have a use for or interest in going online
4. Costs too much/Financial constraints
5. Have only stopped temporarily

* Based on 197 respondents who no longer go online.

More Frequent Online Activity

The frequency of online use has increased marginally since 1995. Then, 20% of online users said they went online everyday and 32% said they went online yesterday.[4] Today 25% go online everyday, and 38% reported going online yesterday. The increase has come primarily in home use. Of those who went online yesterday, 26% said they did so from home, up from 19% in 1995.

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[4] 1995 trends refer specifically to online users who subscribe to an online service.

Just as men are more likely to go online than women, they also go online more often: 59% at least three days per week, compared to 47% of women. Men over 50 are the most frequent online users; nearly half (47%) report going online everyday, and over 70% go online at least three days per week. Women under 30 are less likely than any other gender-age group to report going online everyday (14%).

Online users who do not have children living at home go online more often than those with children. Self-employed online users are much more likely than others to go online everyday. The route by which online users access the Internet seems to affect how often they go online. More than a third (35%) of those who use an Internet access provider go online everyday, compared to 24% who use a commercial online service.

Attitudes toward information available on the Internet do not bear any significant relationship to frequency of use. Online users who said a lot of what you find on the Internet cannot be believed go online as often as those who think you are more likely to find accurate information about what is going on in the world on the Internet than in the daily newspapers or on the network news.

Older Users Online From Home
Home is the most popular online venue (68%), followed by work (47%) and school (16%). Older online users (those 50 and over) are much more likely than younger users to go online from home (75% vs. 59% of those under 30). Online users in their mid- to late-twenties are more likely than others to go online from work (59%). Far fewer (26%) of slightly younger users (18-24 years old) said they go online from work. This is likely related to the fact that a significant percentage (21%) of those age 18 to 24 do not work.

Nearly one-in-four (24%) online users go online from *both* work and home. These are mostly college educated, middle-aged men with high incomes, affording them the luxury of a home computer. Longtime Internet users are also highly likely to report going online from these two locations.

AOL And Direct Access Providers Now Dominate
The vehicles used to go online have changed significantly over the last year. America Online has emerged as the dominant commercial online service, and many users are bypassing commercial services altogether in favor of Internet access providers.

Last year, a plurality of online users subscribed to one of the three major commercial services, America Online, Compuserve or Prodigy, and they divided fairly equally among them. At that time, less than one-in-ten subscribed to an Internet access provider. Today, America Online has clearly overtaken the other commercial online services. Nearly three-in-ten (29%) online users

personally subscribe to AOL, up from 20% in 1995. Compuserve has dropped to 7% (from 14% in 1995), and Prodigy is down to 6% (from 15%). Picking up the slack are Internet access providers, subscribed to by nearly 20% of online users.

Despite the growth of these various vehicles, a substantial percentage of online users -- 40% -- still do not personally subscribe to any commercial services or Internet access providers. More than half of those under the age of 30, as well as those with incomes of less than $30,000 a year, fall into this category. Those who go online primarily from work are much more likely than those who go online primarily from home to be non-subscribers (63% vs. 17%). Many of the former take advantage of direct Internet connections available at their workplace. Along the same lines, fully two-thirds of those who go online strictly for work, rather than for pleasure, subscribe to neither an online service nor an Internet access provider.

Men over 50 are more likely than any other major demographic group to subscribe to America Online; 41% said they subscribe. AOL is also more popular among high income users than those with lower incomes, and it is used more by Easterners (35%) than by those living in the Midwest (28%) or the South (24%). Users from households with children are more likely to subscribe to AOL than those in childless homes (34% vs. 26%). Those who go online from home and those who go online mostly for pleasure subscribe to AOL at high rates (41% and 40%, respectively).

Internet access providers are used most by college-educated men and users with higher than average incomes. Self-employed and longtime users also subscribe to these providers at higher rates than do others.

The most commonly used modems have a speed of 28,800 baud; 28% of online users report having such modems. The next most popular speed is 14,400. Only 7% of online users are now using a modem with a speed of 9,600 or less. Most online users are satisfied with the speed of their modems (32% very, 47% somewhat).

Less Work, More Play

Motivations for going online have changed significantly over the last year or so. Far fewer people are now going online strictly for work-related activities. More are also going on for pleasure. The majority of users (67%) described their online activity as a mix of work and pleasure. Only 14% said they go online solely for work purposes, down from 31% in 1995. The percentage who said they go online

Work or Play Online?

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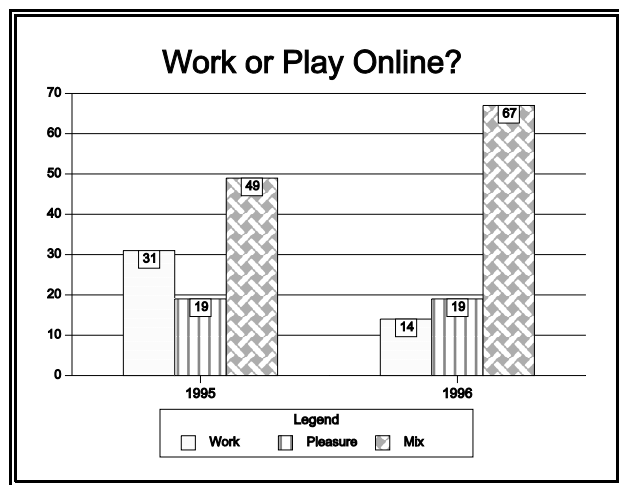
only for pleasure is unchanged at 19%.

The growth in the percentage of users going online for both work and pleasure is not simply a result of the kinds of people who have joined the online population since 1995. Among online users interviewed in 1995 who went online for work or for pleasure, half now do both.[5]

Men and women have somewhat different motives for going online. Men cite a mix of work and pleasure more often than women (70% vs. 62%). Women go online solely for pleasure more often than men (23% vs. 16%). Young users show more versatility than older ones: 73% of those under 30 go online for a mix of work-related activities and pleasure, compared to only 56% of those over 50.

Those who use Internet access providers or a direct Internet connection at work or school are less likely than those who use a commercial online service to go online strictly for pleasure. Direct connections are used more often for work than for pleasure.

Less Browsing

For the most part, online users go onto the Internet looking for specific information rather than simply to browse. More than two-thirds (67%) said they are usually looking for something specific, only 20% said they are usually just browsing, and another 12% volunteered that they do some of both. Browsing is more prevalent among younger users (18 to 24 year olds). Fully a third of them spend their time "surfing the net." This compares with only 18% of those over 50. Browsing is also reported more among new online users (those who just started going online in the past six months) than those with more experience.

Motivation bears some relation to behavior, as very few (9%) of those who go online strictly for work-related activities spend their time browsing. This compares with 38% of those who go online just for fun.

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[5]   Of the 1,003 online users interviewed for this survey, 194 were previously interviewed as part of the Times Mirror Center's June 1995 Technology survey.

Maturing Market Behavior

A panel re-interview analysis finds users have changed their attitudes toward going online, as well as their online behavior. The nearly 200 online users[6] first questioned in 1995 are now going online with more frequency, they are more often going online for a mix of work and pleasure, and they are using e-mail and the World Wide Web more often.

The last year has seen a marked increase among *all* online users in certain specific online activities. The largest increase has been among those who go online to get entertainment-related information: 30% said they do this at least weekly, up from 19% in 1995. Use of the Internet for financial information has also increased substantially. Some 22% now go online weekly to get financial information such as stock quotes or corporate information or to buy stocks or bonds, compared to 14% in 1995. The number of users seeking travel information or services has also increased somewhat.

Change In Online Activities & Attitudes Among Online Users, 1995 vs. 1996*

Activity	1995	1996
Miss Going Online	71	78
Online Yesterday	37	42
Online For Work & Pleasure	51	67
Used WWW Past Week	21	66
Uses E-Mail Once A Week	52	72

* Based on 194 users from '95 & '96

Legend: 1995, 1996

Overall the most popular online activities are doing research for work or school (56% engage in this at least weekly); getting news and information on current events, public issues or politics (39% weekly); getting information on entertainment-related activities such as hobbies, movies and restaurants (30%); participating in online forums and chat groups (23%); and seeking financial information (22%).
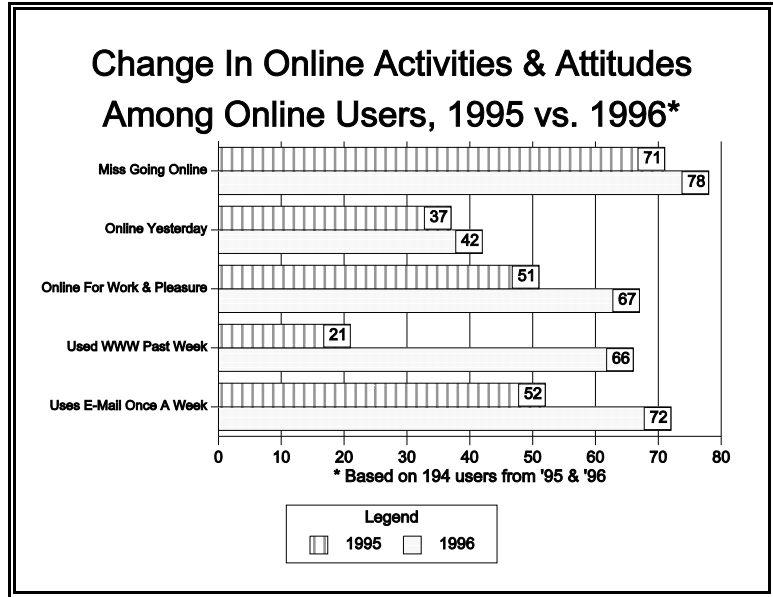
Online Activities

	% Who do Each at Least Weekly
Research for work or school	56
News and info. on current events	39
Entertainment-related activities	30
Online forums and chat groups	23
Financial information	22
Games	11
Travel information	10

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[6]   This refers to the 194 online users interviewed in both 1995 and 1996.

While men engage in most of these activities more often than women (seeking travel information and doing research for school are the only exceptions), the biggest gender gaps are on financial information, news on current events, and information about entertainment-related activities.

Young online users (under 30) more often participate in online forums and chat groups and seek information about entertainment activities. Older online users (50+) are more frequent consumers of news and financial information.

College graduates utilize the Internet to a greater degree than those without a college education for work-related research, news and financial information.

One online activity that has increased dramatically over the last year is use of the World Wide Web. Nearly three-out-of-four (73%) online users have used the Web at some time, up from a mere 21% in June 1995. Nearly 25% said they used the Web yesterday, and another 28% used it in the past week.

The increase in Web use has been across the board. Men and women have increased their use at about equal rates. Usage among all age groups has risen, with older online users showing slightly higher rates of increase. The same is true among all education levels. Those with higher incomes have increased their usage at a higher rate than those with incomes below $30,000 per year.

The greatest disparities in Web use appear linked to sex and education. College-educated men under the age of 50 are more likely than any other group to have used the Web; only 16% have *never* done so. Non-college educated women over the age of 30, on the other hand, show the lowest level of Web use; fully 41% have never used the Web.

Those who go online using an Internet access provider more often report frequent use of the Web. Four-in-ten said they used the Web yesterday compared to 32% of those who used a direct Internet connection, and only 22% of those who use a commercial online service. Nevertheless, commercial online services have become the most popular vehicles for accessing the Web. Some 44% of those who

Use of the World Wide Web
1995 vs. 1996

	Online Users	
	Who Ever Use the Web	
	1995	1996
	%	%
Total	21	73
Gender		
Men	26	79
Women	13	64
Race		
White	22	73
Non-white	17	70
Age		
Under 30	25	77
30-49	21	71
50+	13	71
Education		
College Grad	28	77
Some College	19	72
H.S. or less	11	67
Income		
$50,000+	21	76
$30,000-49,999	23	73
< $30,000	19	67

use the Web do so via a commercial service, 35% use a work or school connection, and 28% use a direct dialup service.

E-Mail

E-mail use has increased significantly over the last year. Today, 77% of online users send or receive e-mail at least once every few weeks, up from 65% in 1995. About one-in-four (26%) use e-mail everyday, another 19% use it three to five days a week. Half of all e-mail users check their e-mail at least once a day. This is unchanged from 1995. On average e-mailers send six messages a day and receive twelve to thirteen.

Among online users in 1995[7] who never used e-mail, over half are now doing so on at least an occasional basis. Twenty-seven percent of former non-users are now using e-mail at least three days a week. Overall, 47% of online users who were re-interviewed reported using e-mail more frequently now than in 1995.

Maturing E-Mail Users*

	Total	*Used E-Mail in 1995*		
		At least 3 days a week	Less than 3 days a week	Never
	%	%	%	%
Uses E-Mail in 1996				
At least 3 days a week	55	80	44	27
Less than 3 days a week	32	18	47	38
Never	13	2	9	35
	100	100	100	100

* Based on 194 users from '95 & '96.

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[7]   This refers to the 194 online users interviewed in both 1995 and 1996.

Media Habits of Online users

Though online use has increased over the past year, this has not much affected consumption of traditional media by online users. Today's online users are as likely to say they read a daily newspaper regularly as were online users in 1995. They are also just as likely to consume TV and radio news. Interestingly, while equal percentages of online users reported reading a daily newspaper regularly, fewer said they read the paper *yesterday* (55% vs. 63% in 1995), and among those who did read the paper yesterday, fewer reported spending more than 30 minutes doing so (30% vs. 37% in 1995).

The most frequent online users -- those who go online every day -- are more likely than less frequent users to say they *do not* read a newspaper regularly (35% vs. 25% of all others). However, frequency of online use does not seem to be related to TV and radio news consumption.

ONLINE NEWS CONSUMPTION

About 12% of Americans go online to get information on current events, public issues and politics. On average, one third of these said they go online for news as many as three days a week. This level of online use has remained fairly stable across six studies completed by the Center this year. Compared to the general public, consumers of online news are younger, more educated, wealthier, and more likely to be male. (See table page 22.) They are more likely to live in the suburbs and slightly less likely to live in rural areas.[8]

Those Americans who choose to go online to get news look much like the rest of the country in their use of traditional media, suggesting that the new media is not replacing the old media as a source of news. Seventy-two percent said they read a daily newspaper regularly, and 61% said they watched TV news yesterday. Online users are somewhat more likely than the general public to have listened to radio news yesterday (52% vs. 44%).

Among online users, news seeking is a popular activity. Fully seven-in-ten users said they go online to get current events information or political news. Almost one-in-five (18%) do so at least three days per week. This latter group of regular online news seekers are more likely to be heavier consumers of traditional media sources. They are more likely than other online users to read a newspaper regularly and to have spent more than half an hour doing so yesterday, and are more likely to have watched the news on television. Equal percentages of regular news consumers and other users said they listened to the radio news yesterday. Not surprisingly,

Media Use of Online News Consumers			
	General Public*	Online Users	Regular Online News Consumers
	%	%	%
Read daily newspaper:			
Regularly	71	72	80
Yesterday	50	55	62
Yesterday for more than 30 minutes	28	29	41
Watched TV news yesterday	59	61	72
Listened to radio news yesterday	44	52	52

* The general public figures are from May 1996. The online figures are from the current survey.

the regular online news consumers were 11% points more likely than other users to say they had a "great deal" of interest in politics.

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[8] General population figures are based on 4,475 interviews conducted in April, July and September 1996.

There is considerable crossover among online users between use of traditional media and use of the Internet. Forty-two percent of all online users, and 73% of regular online news consumers, said they have gone online for more information on a story they first learned about from the print media or television. Those who have used the online facilities the longest time (more than three years) are more likely to take advantage of this supplementing opportunity (53%) than those who are newcomers to the Net (34% of those who first went online in the previous six months). Demographically, users in rural areas and small towns (45% and 47%) are more likely than those in large cities (38%) or suburbs (39%) to go online for additional information about stories they first saw in the traditional media, possibly reflecting the limitations of the traditional media available to them locally.

Not all news consumption is intentional. Half the online users interviewed said they are exposed to news on current events, public issues or politics incidental to going online for another purpose. This is true both of regular online news consumers (64%) and other online users (50%). College-age users (18 to 24 years old) are the most likely to say they encounter news unintentionally.

The path used to reach the Internet seems to affect whether or not the online user will be exposed to news. Sixty-three percent of those who use a commercial online service said they have run into news accidentally, compared to 56% of those who have a direct Internet connection from work or school. This phenomenon is much less common among those users who have not yet ventured onto the World Wide Web; only 39% of these users said they have seen news when not seeking it.

Political Activity Online

The Internet is being used as a new form of political communication and participation by a small but significant number of online users. Fully 17% of users said they had contacted or e-mailed groups, organizations, or public officials about political issues or public policy questions. About half of these used the Internet this way at least once every few weeks. College graduates (22%) and users over age 50 (22%) were more likely than others to engage in this type of activity. Fewer of those new to the Internet use e-mail as a means of political communication compared to those who have been online more than three years.

One-in-ten online users (11%) went online to discuss politics, much like the 10% who answered a similar question in the Center's June 1995 survey. Altogether, almost one fourth of users (23%) engaged in one of the two activities (online discussion or political e-mail), and 6% engaged in both.

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Election News Consumers

Ten percent of those who voted in 1996 went online for news about the elections, according to Pew's November post-election poll. An earlier series of Center surveys, beginning in February found that 3% to 5% of the American public went online for news specifically about the 1996 Presidential campaign. Election news consumers tend to be more well educated, more affluent and slightly younger than the public as a whole. They are also disproportionately male.

Among *online users* in the current survey, 22% said they went online for election news, about half of these at least one day a week. However, the market for election news online was substantially smaller than that for subjects like technology, science, business, and even entertainment.

Technology Most Popular Topic

The most popular topics for online news consumers are those which reflect the Internet's traditional strengths: technology, and science and health. Almost half (46%) of online users said they sometimes look for news about technology. This number rose to 52% among men in general and is even higher among men over 50 years of age. Science and health (42%) were popular news topics among both men and women and across age groups. Almost four-in-ten (38%) said they sometimes seek business news.

Types Of News Consumed			
Among Online Users			
			Not an on-line news
	Yes	No	user
	%	%	%
Go online to get:			
Technology news	46	26	28
Science & Health news	42	30	28
Business news	38	34	28
Entertainment news	36	36	28
Weather	34	38	28
Political news	33	39	28
Sports news	33	39	28
International news	32	40	28
Local news	19	53	28

Other findings of interest:

✧ Local news was the least popular type of news out of those listed, but still garnered the attention of 19% of users in a medium more known for its global reach.

✧ Most popular for those under age 24 was entertainment news (51%), a topic which only attracted 20% of users over age 50.

✧ News users in rural areas outpace others in their use of several categories of online news, including technology (55%), science and health (49%), weather (41%), and international news (39%).

✧ Longtime online users (over three years) are significantly more likely than newcomers to report accessing news in all the categories except sports, entertainment, and local news.

✧ Online news users who say they go online for both work and pleasure are more likely to consume all types of news, except business news, than those who say they go online solely for either work or pleasure.

News Seekers' Destinations

Given America Online's dominance as a gateway to the Internet, it is not surprising that AOL was named by more news seekers than any other service or site as their most frequent source of news about current events or politics. When these news consumers were asked to indicate whether they had visited a specific list of popular news sites, the Web sites of the traditional media organizations came out on top. Twenty-seven percent of all online users visit the Web sites of national newspapers such as *The Washington Post, The New York Times,* and the *Los Angeles Times*, and 23% go online to the TV network sites.

Local news and information sites (a general category rather than a specific site) also made a strong showing -- almost one-in-five (19%) online users said they access a Web site devoted to news or information about their local community, significantly more than went online to the Web sites of either Clinton or Dole (7% each). Online users in the South and West are more likely than those in other regions to use local Web sites (24% and 20%, vs. 15% in the Midwest and 13% in the East).

Usage of Web Sites (Among All Online Users)	
Site	%
National newspaper	27
TV networks	23
Local news/info.	19
Wall Street Journal	18
CNN/Time AllPolitics	16
White House	15
MSNBC	12
C-SPAN	11
DNC/RNC	8
Clinton/Gore	7
Dole/Kemp	7
House of Rep.	6
Senate	6
PoliticsNow	5
Rock the Vote	4
Citizens '96	2
CQ	2

Younger users (age 18 to 29) were more likely than the rest of the population to visit the network TV sites (30% vs. 18%). They were also more likely than adults over 50 to visit the Clinton/Gore (10% vs. 3%) and Dole/Kemp (9% vs. 4%) home pages. Other sites which show generation gaps: Rock the Vote (9% of those under 24 vs. 3% of those aged 30 - 49 and less than 1% of those over 50), and MSNBC (18% of those age 25 - 29, but only 6% of those over 50).

Looking for Election News

The most popular destinations for *online election news seekers* were the Web sites of major news organizations (50%), followed by the news sites of commercial online services such as AOL or Compuserve (38%). Less popular were the candidates' own Web sites (25%) and specific political information sites such as PoliticsNow (15%).

Within the category "major news organizations", more election news seekers said they used the Web sites of national newspapers (38%) than the sites of the TV networks (25%). When asked about a list of specific sites, election news consumers picked CNN/Time AllPolitics most often (40%). Candidate and party sites were next in popularity, along with C-SPAN's Web site.

The vast majority of election news seekers in 1996 were looking for news of the Presidential election (90%), but a third of them were also seeking news about the Congressional elections. Those looking for Congressional information were more likely to say they used specific political sites (23%) than the average consumer (15%). About a quarter (24%) of election news consumers searched out information about the local elections in their area.

Online consumers of election news had interests beyond politics. They were significantly more likely than the average online user to also consume news about science, business, entertainment, the international arena, sports and even local news.

How Useful?

Online news users gave most news sites modest ratings for usefulness. Roughly a quarter said the site they visited was "very useful," and approximately two-thirds said the sites were somewhat useful. The top rated sites were CNN/Time AllPolitics and the Wall Street Journal home page. Local news sites also received high marks for usefulness, even compared with the large commercial sites (34% very useful). Least helpful were the more strictly political sites, including the pages created by the White House, the two parties and the Dole/Kemp home page.

Where They Go for Election News
(Among Online Election News Consumers)
N=215

Site	%	Site	%
CNN/Time		MSNBC	21
AllPolitics	40	Wall St. Journal	18
National news-		White House	18
papers	38	PoliticsNow	16
Dole/Kemp	26	House of Rep.	11
DNC/RNC	25	Rock the Vote	9
TV networks	25	Senate	8
Clinton/Gore	24	CQ American	
C-SPAN	24	Voter	6
Local news	21	Citizens '96	5

How Useful?
(Among Those Who Visit Each Site)

Site	% Very Useful
CNN/Time AllPolitics	36
Local news/info.	34
Wall Street Journal	34
Clinton/Gore	30
C-SPAN	30
House of Representatives	29
MSNBC	28
National newspapers	28
TV networks	25
Senate	23
White House	20
DNC/RNC	18
Dole/Kemp	16

* Other sites not ranked due to small sample size.

Why Get Election News Online?

More than half (53%) of those who go online for election news said they did so because they did not get all the news and information they wanted from traditional news sources. At the same time, however, the most popular destinations for those dissatisfied with traditional news organizations remained the Web sites of traditional news organizations (51%). Republicans and Independents who lean Republican were more likely to cite the limitations of traditional news sources than Democrats and Democratic leaners (57% vs. 49%). They were also 10 percentage points more likely to say they liked online election news because it reflected their values (28% vs. 18%).

Why Get Election News Online?
(Among Online Election News Consumers)
N=215

	Total	Dem*	Rep
Get info not available elsewhere	26	27	26
Get info which is more convenient	45	44	46
Offers news sources which reflect own interests/values	24	18	28
Don't get all info want from traditional news sources	53	49	57
Other reason/Don't know	9	10	10

* Both party designations include leaners.

The second most cited reason for seeking election news online was convenience (45%). Twenty-six percent said they used online election sources because they could get information there which they could not find elsewhere, and a similar percentage (24%) said the Web offers news sources that reflect their own interests and values.

Given a chance to say whether they went online for election news because they enjoy following politics or because they felt it their duty to be well informed, the majority of election news consumers chose duty (59%) over enjoyment (38%). Those who said they enjoyed politics are slightly more educated than the duty bound.

Election Related Activity Online

Users who went online for election news in the months before the contest also engaged in substantial political activity. About one third of these election news seekers registered their own opinion by participating in an electronic poll online (34%), giving out information about themselves (31%), or joining an online discussion or "chat" group (31%). Over half (56%) downloaded information to keep for themselves.

Overall, fully three quarters (76%) of those who went online for information about the elections engaged in at least one of the above activities, and 23% engaged in at least *three* of the four mentioned. Republicans were more likely than Democrats to download information, but in other respects members of the two parties behaved similarly. Those who went online via an Internet access provider rather than using a commercial online service downloaded more often (66% vs. 53%) and more often gave out information about themselves (37% vs. 27%).

TABLES

1996 TECHNOLOGY PROFILES*
Online Use and Online News Consumption

	Total Population %	Online Users %	Not Online %	General News Online %	Campaign News Online %
Sex					
Male	48	58	45	62	65
Female	52	42	55	38	35
Race					
White	85	86	84	86	86
Non-white	14	14	15	13	13
Black	10	9	11	8	9
Age					
18-24	12	23	10	20	18
25-29	10	14	9	13	11
30-49	42	51	39	54	59
50+	35	11	41	11	11
Education					
College Graduate	21	39	16	44	48
Some College	23	30	21	29	26
High School Graduate And					
Less Than High School	56	30	62	26	24
Family Income					
$75,000+	10	19	7	20	18
$50,000-$74,999	12	19	11	18	20
$30,000-$49,999	25	28	25	31	32
$20,000-$29,999	17	12	18	10	10
<$20,000	23	13	26	12	13

* Analysis based on 4,475 interviews (including 1,082 online users) from three national surveys conducted by Pew Research Center in April 1996, July 1996, and September 1996. The registered voter subsample is drawn from July and September surveys only.

Questions: ✦ Do you ever use a computer at work, school or home to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?
✦ Do you ever go online to get information on current events, public issues and politics? **IF YES**: How often do you go online for this type of information...every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?
✦ Do you ever go online to get information about the 1996 Presidential campaign? **IF YES**: How often do you go online for this type of information...every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

	Total Population %	Online Users %	Not Online %	General News Online %	Campaign News Online %
Region					
East	20	23	20	22	20
Midwest	25	20	26	20	22
South	34	32	35	33	32
West	21	25	19	25	26
Community Size					
Large City	20	22	20	22	27
Suburb	23	31	20	32	31
Small City/Town	35	32	36	30	30
Rural Area	21	14	23	15	12
Religious Preference					
Total White Protestant	50	45	51	46	45
White Prot. Evangelical	23	18	24	18	18
White Prot. Non-Evangelical	27	27	27	28	27
White Non-Hispanic Catholic	20	19	20	17	15
Party ID					
Republican	29	34	28	35	31
Democrat	33	28	34	28	31
Independent	32	36	32	35	36
1996 Presidential Preference‡					
Clinton	49	47	49	50	52
Dole	34	38	33	36	42
Perot	11	12	11	12	5
1996 Congressional Preference‡					
Republican/Lean Republican	44	50	43	49	50
Democrat/Lean Democrat	49	47	50	48	49
1992 Presidential Vote					
Clinton	33	33	33	35	39
Bush	22	24	21	26	25
Perot	8	9	7	7	7
Listens To Talk Radio					
Regularly	14	18	14	20	27
Sometimes	24	29	23	33	34
Rarely/Never	61	53	63	47	40

‡ Based on registered voters.

Number of Interviews	*(4475)*	*(1082)*	*(3393)*	*(605)*	*(195)*
Registered Voters	*(2069)*	*(535)*	*(1534)*	*(320)*	*(112)*

SURVEY METHODOLOGY

SURVEY METHODOLOGY

The 1996 Pew Research Center Survey of Technology is a telephone re-interview survey conducted in the continental United States among 1,003 adults, 18 years of age or older, most of whom were identified in previous surveys as online users. Interviews were conducted from October 21 through October 31, 1996. The margin of error for this survey is plus or minus 3 percentage points for the total sample at the 95% level of confidence.

Sample Design

The sample for this survey was comprised of respondents to previous Pew Research Center surveys who had identified themselves as online users, and a small random sample of previously identified computer users who earlier said they did not go online. The surveys sampled included the 1995 Times Mirror Technology survey as well as several Center News Interest Index surveys conducted over the last year.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample.

At least six attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a respondent. In each contacted household interviewers asked to speak with the person in the household who had been interviewed before, identifying them by their gender and age. Respondents were then screened to determine if they are currently online users. Those who said they no longer went online were only asked one open-ended question and are not included in the final 1,003 interviews represented here.

Weighting

Non-response in telephone interview surveys 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 also vary on questions of substantive interest. For example, men are more difficult to reach at home by telephone than women are, and people with relatively low educational attainment are less likely than others to agree to participate in telephone surveys.

This survey was weighted in analysis to bring the demographic profile of the final sample of online users into alignment with the demographic profile of all online users pulled from previous surveys. All of the surveys from which respondents were drawn were nationally representative RDD samples of the general population 18 or older, and respondents had been weighted within these national surveys to the most recently available Census data (the 1994 Current Population Survey). The weighting parameters for this survey came from an analysis of all potential respondents (online users and non-online computer users) pulled from the surveys identified above, and represent the weighted demographic profile of the total pool of potential respondents. This weighting strategy produces a sample of online users that is weighted to the best estimate of the demographic profile of such respondents and takes into account the potential non-response bias from not being able to re-contact each person from the original sample.

THE QUESTIONNAIRE

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

IF PEW RESPONDENT DOES NOT ANSWER THE PHONE, USE THE FOLLOWING INTRODUCTION WHEN HE OR SHE DOES GET ON THE LINE:
Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. Several months ago you participated in a telephone opinion survey we were conducting for leading newspapers and TV stations around the country. I'd like to ask you a few additional questions to follow up on that previous interview.

Screener to be used for all respondents:
THE FIRST QUESTION IS...
Q.1   Do you ever use a computer at work, school or home to connect with other computers over the Internet, with the World Wide Web, or with information services such as America Online or Prodigy?

   98   Yes -- **PROCEED TO Q.2**
    2   No -- **IF RESPONDENT IS A FORMER ONLINE USER, GO TO Q.1a; IF RESPONDENT IS A NON-ONLINE USER, SKIP TO D.4**
    0   Don't know/Refused -- **IF RESPONDENT IS A FORMER ONLINE USER, GO TO Q.1a; IF RESPONDENT IS A NON-ONLINE USER, SKIP TO D.4**
   100

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

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

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

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

<u>June 1995</u>

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

I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT HOW YOU SPENT YOUR DAY YESTERDAY ...
INTERVIEWER NOTE: FOR QUESTIONS 3-5 PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS.
IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY". IF THE DAY IS NOT SUNDAY,
READ "YESTERDAY".
Q.3   Did you get a chance to read a daily newspaper yesterday, or not?
IF RESPONDENT ANSWERED '1' YES, READ NEWSPAPER IN Q.3 ASK:
Q.3a   About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**)

<u>June 1995</u>

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

ASK ALL:

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

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

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

		June 1995
61	Yes -- **GO TO Q.4a**	63
4	Less than 15 min.	3
10	15-29 min.	10
24	30-59 min.	24
22	1 hour or more	26
1	Don't know/Refused	0
39	No -- **GO TO Q.5**	37
*	Don't know/Refused -- **GO TO Q.5**	*
100		100

ASK ALL:

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

		June 1995
52	Yes	51
20	Less than 15 min.	14
11	15-29 min.	11
9	30-59 min.	12
12	1 hour or more	14
47	Didn't listen	49
1	Don't know/Refused	*
100		100

NO QUESTION 6-8

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

24   Great deal

45   Fair amount

27   Only a little

4   None

*   Don't know/Refused
100

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

		General Public *Pew Research Center* Oct 1996
51	Always	42
27	Nearly always	26
9	Part of the time, OR	11
7	Seldom?	11
4	Never vote **(VOL -- DO NOT READ)**	8
2	Other response **(VOL -- DO NOT READ)**	2
* 100	Don't know/Refused **(DO NOT READ)**	* 100

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

Q.11 If the presidential election were being held TODAY, would you vote for the Democratic ticket of Bill Clinton and Al Gore, for the Republican ticket of Bob Dole and Jack Kemp, or for the Reform party ticket of Ross Perot and Pat Choate? **(INTERVIEWER: CHOATE RHYMES WITH BOAT)**

Q.11a Do you support **(INSERT CHOICE FROM Q.11)** strongly or only moderately?

Q.11b As of TODAY, do you lean more to Clinton, the Democrat, more to Dole, the Republican, or more to Perot, the Reform party candidate?

		General Public *Pew Research Center* Oct 1996
BASED ON REGISTERED VOTERS: [N=831]		
48	Clinton/Lean Clinton	51
25	Strongly	25
23	Only Moderately	26
0	Don't Know	*
38	Dole/Lean Dole	34
19	Strongly	17
19	Only Moderately	16
*	Don't Know	1
11	Perot/Lean Perot	8
4	Strongly	3
7	Moderately	5
0	Don't Know	*
3	Other Candidate/Undecided	7
100		100

ASK ALL:

Q.12 Suppose the 1996 elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

Q.12a As of TODAY, do you LEAN more to the Republican or the Democrat?

		General Public *Pew Research Center* Oct 1996
BASED ON REGISTERED VOTERS: [N=831]		
50	Republican	42
45	Democrat	49
5	Other/Undecided	9
100		100

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

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

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

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

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

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

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

32

NOW ON A TOTALLY DIFFERENT SUBJECT...
Q.16   Which of the following two statements best describes how you feel?

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

            OR

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

   *   Neither **(VOL)**

   <u>1</u>   Don't know/Refused
100

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

		Based On General Public *NORC* <u>Jan 27 - May 31, 1994</u>
57	Most people can be trusted	34
39	Can't be too careful	61
3	Other/Depends **(VOL)**	4
<u>1</u> 100	Don't know/Refused	<u>*</u> 100

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

		Based On General Public *W. Post/Kaiser/Harvard* <u>Nov 29 - Dec 4, 1995</u>
2	Just about always	4
25	Most of the time	21
66	Only some of the time	71
6	None of the time **(VOL)**	4
<u>1</u> 100	Don't know/Refused	<u>*</u> 100

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

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

		June 1995
13	Self-employed	12
64	Work for someone else	63
11	Both	14
12	Not employed -- **GO TO Q.21**	11
0	Don't know/Refused -- **GO TO Q.21**	0
100		100

BASED ON RESPONDENTS WHO ARE EMPLOYED: N = 889

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

		June 1995
88	Yes	91
12	No	9
0	Don't know/Refused	0
100		100

ASK ALL:

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

		June 1995
28	Yes	31
72	No -- **GO TO Q.23**	69
0	Don't know/Refused -- **GO TO Q.23**	*
100		100

34

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

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

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

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

BASED ON THOSE WHO HAVE A HOME PC: N = 875
Q.24   Do you yourself use the home personal computer on at least an occasional basis? **(IF YES, PROBE: Is this every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks or less often?)**

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

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

       68   Home **(INTERVIEWER:** home business/work at home would go here**)**

       47   Work

       16   School

       4   Other locations **(VOL)**

       *   Don't know/Refused

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

BASED ON RESPONDENTS WHO GAVE MORE THAN ONE RESPONSE IN Q.25: N = 320
Q.25a   Would you say you do this MOST OFTEN from home, work or school?

       54   Home

       38   Work

       4   School

       <u>4</u>   Don't know/Refused
       100

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

       26   Within last 6 months

       38   1 year ago

       24   2-3 years ago

       12   More than 3 years ago

       <u>*</u>   Don't know/Refused
       100

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

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

NO QUESTION 28

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

		June 1995[9]
29	America Online	20
7	Compuserve	14
6	Prodigy	15
2	Microsoft	n/a
1	AT&T Worldnet	n/a
18	Internet Access Provider	9
4	Other **(SPECIFY)**	6
40	No, subscribe to none	46
3	Don't know/No answer	4

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

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

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

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

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

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

		June 1995[10]
25	Every day	20
29	3 to 5 days per week	26
28	1 or 2 days per week	29
13	Once every few weeks	16
5	Less often	6
*	Never	2
*	Don't know/Refused	1
100		100

NO QUESTION 31 OR 32

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[10] 1995 trends refer specifically to online users who subscribe to an online service.

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

		June 1995
14	All work -- **GO TO Q.35**	31
19	All pleasure -- **GO TO Q.35**	19
67	Mix -- **GO TO Q.34**	49
*	Don't know/Refused -- **GO TO Q.35**	1
100		100

BASED ON RESPONDENTS WHO ANSWERED 'MIX' IN Q.33: N = 674
Q.34   How would you describe the mix... mostly work, mostly pleasure, or about half-and-half?

		June 1995
28	Mostly work	32
26	Mostly pleasure	29
45	Half and half	39
1	Don't know/Refused	*
100		100

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

		June 1995
34	A lot	32
37	Some	34
20	Not much	19
9	Not at all	14
*	Don't Know/Refused	1
100		100

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

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

BASED ON THOSE WHO USE E-MAIL: N = 837
Q.37   How often do you check your e-mail?

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

40

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

<u>June 1995</u>

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

BASED ON E-MAIL USERS WHO SENT E-MAIL YESTERDAY: N = 305
Q.39   About how many messages did you send yesterday?

<u>June 1995</u>

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

41

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

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

		June 1995[11]
*	Zero	3
12	One	16
15	Two	15
12	Three	9
8	Four	5
21	Five to Nine	16
16	Ten to Nineteen	15
4	Twenty to Twenty-nine	7
11	Thirty or more	12
1	Don't know/Refused	2
100		100

ASK ALL:
NOW I'D LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT WHAT YOU DO WHEN YOU GO ONLINE ...

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

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

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[11]   1995 trend represents only those messages not received as part of a listserv.

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

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

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

<div align="center">June 1995[12]</div>

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

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

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

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

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

		June 1995
22	Yes, ever	9
23	Yes, yesterday	6
28	Yes, in past week	6
26	No/Never -- **GO TO Q.47**	39
1	Don't know/Refused -- **GO TO Q.47**	40[13]
100		100

BASED ON THOSE WHO USE THE WEB: N = 738

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

		June 1995[14]
44	Commercial online service	33
28	Direct dialup service	23
35	School or Work connection	53
1	Other **(SPECIFY)**	8
3	Don't know/Refused	1

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

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

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

      3   Lower than 9600

      4   9600

    21   14,400

    28   28,800

      2   33,600

      2   Other **(SPECIFY)**

      7   No modem

   <u>33</u>   Don't know/Refused
  100

BASED ON THOSE WHO HAVE A MODEM: N = 623
Q.48   How satisfied are you with the speed of your modem... would you say you're very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

    32   Very satisfied

    47   Somewhat satisfied

    12   Not too satisfied

      8   Not at all satisfied

    <u>1</u>   Don't know/Refused
  100

ON A DIFFERENT SUBJECT ...
ASK Q.49 ONLY OF THOSE WHO ANSWERED '1-5' IN Q.42e:
Q.49   Do you sometimes go online to get ... **(INSERT ITEM; ROTATE)**

		Yes	No	DK	Not an online news user[15]
a.	Political news	33	39	*	28=100
b.	Business news	38	34	*	28=100
c.	Sports news	33	39	0	28=100
d.	International news	32	40	0	28=100
e.	News about science and health	42	30	0	28=100
f.	News about technology	46	26	*	28=100
g.	Weather	34	38	0	28=100
h.	Entertainment news	36	36	*	28=100
i.	Local news	19	53	0	28=100

NO QUESTION 50

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[15]   These respondents were skipped out of the Q.49

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

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

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

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

NO QUESTION 53

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

42   Yes

58   No

*   Don't know/Refused
100

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

*   More than once a day

2   Everyday

2   3-5 days per week

8   1-2 days per week

10   Less often

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

0   Don't know/Refused -- **GO TO Q.64**
100

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

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

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

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

15   Political information sites such as Politics Now

25   Web sites set up by the candidates themselves

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

6   Don't know/Refused

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

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

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

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

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

26   Because you can get information on the Web that is not available elsewhere

45   Because getting information online is more convenient for you

24   Because the Web offers news sources that reflect your own interests or values

53   Because you don't get all the news and information you want from traditional news sources such as the daily newspaper or the network TV news, OR

5   Some other reason **(SPECIFY)**

4   Don't know/Refused

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

17   Yes

82   No

 1   Don't know/Refused
100

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

38   Enjoy politics

59   Duty to be well-informed

 2   Neither **(VOL)**

 1   Don't know/Refused
100

Q.62   When you go online to get news and information about the 1996 elections, are you usually looking for information on the presidential election, the congressional elections, or the local elections in your town, county or city? **(ACCEPT MULTIPLE RESPONSES) (N=215)**

      90   Presidential

      33   Congressional

      24   Local

      1   Don't know/Refused

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

      31   Yes

      69   No

      <u>0</u>   Don't know/Refused
    100

ASK Q.64-66 ONLY OF THOSE WHO ANSWERED '1-5' IN Q.42e
INTRO. TO Q'S 64-66: NOW I AM GOING TO ASK YOU ABOUT SOME SPECIFIC WEB SITES ...

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

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

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[16]   These respondents were skipped out of the Q.64-Q.66 series.

IF YES IN Q.64, ASK:

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

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

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

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

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

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

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

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

OR

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

12   Neither **(VOL)**

<u>10</u>   Don't know/Refused
100