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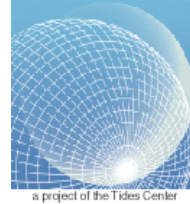
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Political Sites Gain, But Major News Sites Still Dominant
MODEST INCREASE IN INTERNET USE FOR CAMPAIGN 2002

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MODEST INCREASE IN INTERNET USE FOR CAMPAIGN 2002

More Americans used the Internet to get campaign information in 2002 than during the last midterm election four years ago. While much of this increase has come from the overall growth in the online population, a higher proportion of Internet users sought election news than did so four years ago (22% now, 15% in 1998). The Internet was a less important source for such news in 2002 than in 2000, but midterm elections typically engender less public interest than presidential contests.

Information on candidate positions on the issues was the top draw for online election news consumers. Nearly eight-in-ten (79%) said they researched where candidates stood on issues, up significantly from 69% in 2000. And more than four-in-ten election news consumers (45%) researched candidate voting records; that also represents an increase from 2000 and 1998. This is consistent with an overall increase in the number of Internet users who said they looked for information on specific issues like the environment and gun control.

Growing Audience for Politics Online

	1996	1998	2000	2002
Ever go online for election news?	%	%	%	%
General public	4	6	18	13
Internet users	22	15	33	22
*What do you do when going online for election news?**				
Research candidate position on issues	–	–	69	79
Research candidate voting records	–	30	33	45
Take online polls	34	26	35	39
Join discussion and 'chat' groups	31	13	8	10
Contribute money to candidate	–	–	5	5
*Do you visit website for information on specific issues?** *				
Yes	23	28	–	39
No	66	72	–	61
Don't know	11	*	–	1
	100	100		100

* Based on those who go online for election news.
** Based on Internet users.

The sites of major national and local news organizations continued to be the leading sources of online campaign information. Roughly half of online election news consumers (52%) said they went most often to the sites of major national media organizations such as CNN and the New York Times, while 18% cite websites of local news organizations. But specialized political and issue-oriented sites are becoming more popular. Three-in-ten online campaign news consumers said they went to such sites most often, compared with 19% in 2000.

The nationwide survey among 2,745 adults by the Pew Research Center and the Pew Internet and American Life Project found that the Internet was a *principal* source of campaign news for only about one-in-ten online users (11%) and just 7% of the general public. Among those who said they went online for election news, the Internet rivaled newspapers as a main source for campaign information (31% cited the former as a main source of election news, 33% the latter). But even among this group, television remained by far the leading source of election information, with half listing it as their main resource.

While the Internet has not made significant gains in recent years as a primary outlet of election news, it does serve as an important source for young

TV Still the Primary Source for Election News

	All adults %	All Internet users %	Go online for election news %
Television	66	62	50
Network	7	7	9
Local	35	32	15
Cable	21	20	24
Newspapers	33	33	33
Radio	13	14	12
Magazines	1	2	2
Internet	**7**	**11**	**31**
Number of cases	2,745	1,707	388

*Numbers add to more than 100% because respondents could list up to two primary sources.

people who go online. Among those under age 30 who go online, 16% said they got most of their election news from the Internet, far more than any other age group. For these young Internet users, the Web ranked with radio (15%) and slightly behind newspapers (22%) as a source of campaign information.

While the online audience for campaign news has grown over the past four years, those who went on the Internet for election news did so less frequently than in 1998 or 2000. Among the online audience for election news, 59% in 2002 said they went online at least weekly, compared with 65% in 1998 and 75% in the presidential election year of 2000.

Election News Audience: Largely Internet Veterans

The profile of online election news consumers continued to be dominated by upscale, veteran Internet users. Men more than women, whites more than minorities, highly educated more than less educated and the wealthy more than the poor went online for election news. But use by women and minorities is growing. In 1998, 61% of online election news users were men and 39% women. In 2002, that gap narrowed to 57% men and 43% women. In 1998, nine-in-ten election news consumers on the Internet were white, but that number slipped slightly to 84%. Minority representation among election news consumers rose from 9% in 1998 to 13% in 2002.

Although college graduates continued to constitute half of the online election news population, there was modest growth among the less educated, with non-college citizens

representing 23% in 2002, up from 18% in 1998. A plurality of election news consumers (37%) had family incomes of $75,000 or above, a figure that increased 14 percentage points since 1998.

The age profile of online election news consumers has not changed substantially since the 1998 election. Just over a quarter (27%) were under age 30 (compared with 24% in 1998). People age 65 and older still constitute a tiny fraction of the online election news audience – 5% in 2002, 4% in 1998.

		--Years of Internet Experience--			
	All Web Users	Less than 2 Years	2-3 Years	4-5 Years	6+ Years
Get election	%	%	%	%	%
news online ...	**22**	**7**	**12**	**21**	**30**
At least 1/wk	13	3	7	11	19
Less often	9	4	5	10	11

Web Newcomers Get Less Campaign News

In general, Internet newcomers were less likely to go online for election news than those who have been online for several years. Just 7% of those who have been online for less than two years sought campaign news during 2002. By contrast, more than four times as many of those who have been online for at least six years (30%) went online for election news.

Convenience Remains Top Draw

Those who went online for campaign information were motivated both by the convenience of the Web and by the greater range and depth of information it provides. Nearly six-in-ten (57%) of those who got election news online said that convenience was an important reason for doing so. This is about the same percentage who cited convenience in 2000.

A sizable minority of online election news consumers (43%) said they went online because they could not get all the news and information they wanted from traditional news sources, up from 29% in the 2000 election (though lower than the 53% who said this back in 1996). Republicans were more likely than Democrats to cite this as a reason for seeking news on the Internet (50% vs. 36%).

Convenience and a Desire for More News

	1996	2000	2002
*Why go online for election news?**			
Information is more convenient	45	56	57
Other media don't provide enough news	53	29	43
Get information not available elsewhere	26	12	10
Internet news sources reflect personal interests	24	6	8
Other reason	5	11	3
Don't know	4	1	2

* Based on those who go online for election news.

The range of ideological perspectives on the Web is large, but very few online election news consumers said this is a major reason for them to turn to the internet. Fewer than one-in-ten (8%) said they went online for campaign news because the Web offers new sources that reflect their specific interests or values. Liberals and conservatives were no more likely than moderates to

mention this as a reason to go online for election news.

State Races Draw Most Online Interest

As was the case in the midterm elections four years ago, statewide elections attracted the greatest interest from online news consumers. More than three-quarters (78%) said they got news about gubernatorial races online, and two-thirds (68%) went online for information about Senate races.

Nearly two-thirds (64%) went online to learn about House races, and 56% sought information on local races. Roughly four-in-ten election news consumers (44%) said they got information about ballot propositions. Among the online audience for election news, men and women displayed similar interest in all types of races except for local contests: women were 10 percentage points more likely than men to follow local races online.

Statewide Races Biggest Draw			
	Yes	No	DK
Did you go online for...	%	%	%
Gubernatorial races	78	21	1=100
Senate races	68	31	1=100
House races	64	35	1=100
Local races	56	44	*=100
Ballot measures	44	54	2=100

* Based on those who go online for election news.

This election year saw a sizable increase in the proportion of online election news consumers who sought information about candidates' voting records and positions on issues. Roughly eight-in-ten (79%) looked for information about the candidates' issue stances, and nearly half (45%) sought out information about their voting records. Both represented significant increases over 2000 (69% for issue positions and 33% for voting records).

Information Trumps Activism				
	All election	------- *Age* -------		
	news users	18-29	30-49	50+
	%	%	%	%
Get candidate positions on issues	79	80	78	78
Get candidate voting records	45	38	44	54
Take online polls	39	36	40	41
Join discussion and 'chat' groups	10	19	8	5
Contribute money to candidate	5	4	6	5

* Based on those who go online for election news.

Online polls were somewhat more popular in 2002 than in recent elections. Roughly four-in-ten election news consumers (39%) said they participated in such polls, compared with 35% in 2000 and 26% in 1998. Although just 10% of online news consumers said they participated in online discussions about politics, the rate among young people was almost twice as high (19%).

The growing number of voters seeking information about the candidates was mirrored in a sharp increase in Internet users who reported visiting websites that provide information about

specific issues or policies such as the environment, gun control, abortion or health care reform. Nearly a quarter of all Americans (24%) and 39% of Internet users said they visited such sites.

Young internet users were more likely to seek out websites with specific policy information (45% among those 18-29), compared with those 50 and older (34%). Men and women did this in equal numbers. Better educated Internet users did this more commonly than the less educated, but even among Internet users with less education (those with a high school education or less), about a third visited a web site for this kind of information. Newcomers to the Web visited information sites at about half the rate of long-time Internet veterans.

Major News Sites Popular

Most election news consumers relied on well-known news organizations for information on the campaign. In 2002, nearly two-thirds (64%) of online election news consumers visited the sites of major media organizations like CNN and the New York Times, or local news organizations. This was a significant increase over 2000, when 55% went to these kinds of sites.

A little over half of online election news consumers (52%) went to the national news sites, while nearly 18% went to local news sites, up from 12% in 2000. These sites were even more popular during the 1998 campaign (29%).

About one-in-five (19%) election news consumers said they went most often to the news sites of AOL and other online services. That is a significant decline from recent years: in 2000 and 1998, more than a quarter of election news consumers relied mostly on these sites for campaign information (27%, 26%).

Online Election News Sources		
	2000	2002
Where did you go most often ...	%	%
National and local news organizations	**55**	**64**
National orgs., like CNN or NYT	47	52
Local news organizations	12	18
News sites at commercial online services	**27**	**19**
Online publications/Political sites	**19**	**32**
State/local government websites	6	12
Candidate websites	7	11
Sites that specialize in politics	7	10
Issue-oriented websites	4	9

* Based on those who go online for election news. Numbers add to more than 100% because respondents could list multiple sources.

At the same time, more specialized political sites gained ground. Nearly a third of online election news consumers (32%) said they went most often to government and candidate websites or sites that specialize in politics, up from 19% in 2000. Within this category, state and local government websites are drawing more election news consumers: twice as many went to these sites as did so in 2000 (12% vs. 6%). But visits to candidate websites were up as well (11% vs. 7% in

2000), as were visits to issue-oriented sites (9% vs. 4%).

Active Consumers of Election News: A Closer Look

The most active consumers of campaign news – those who sought information on candidate positions *and* on how candidates voted – followed more races and went to more websites than did more casual consumers of such information. Four-in-ten election news consumers researched candidate positions and voting records in 2002, up from 30% in 2000, and their habits and interests are very different from others who got campaign news online.

Nearly three-in-ten (29%) of these "deep diggers" said they looked for information on *all* election races (governor, Senate, House, local races, and ballot propositions), and 79% followed at least three kinds of these races. Almost half (46%) cited the Internet as one of their most important sources of campaign information, compared with 31% of all election news consumers.

Voters who used the web to seek information about candidate voting records and positions on issues were especially likely to visit political websites. More than four-in-ten (44%) relied on these sites during the campaign, compared with 25% of those who engaged in one of those activities and 22% who did no research on issue positions or voting records. But these "deep diggers" were less likely than other election news consumers to rely on the news sites of commercial online services such as AOL (only 13% said they visited these sites).

Candidate Information Motivates			
	Type of candidate information sought*		
		Voting or	
	None	Issues	Both
Where did you go most often …			
National and local news organizations	**55**	**66**	**65**
National orgs., like CNN or NYT	44	54	54
Local news organizations	16	18	20
News sites at commercial online services	**24**	**22**	**13**
Online publications/Political sites	**22**	**25**	**44**
State/local government websites	12	9	15
Candidate websites	4	8	16
Sites that specialize in politics	7	7	15
Issue-oriented websites	3	7	14

* Got information about candidates' position on issues, voting record, or both. Based on those who go online for election news.

Those who sought out candidate issue and voting information said they used the Web because they do not get all the information they want from traditional sources: 48% cited this reason. Convenience was important to these heavy users, too, but no more so than for other consumers of online election information.

Not surprisingly, active election information seekers reported very high levels of general

interest in government and public affairs, apart from elections: 86% said they follow news on those subjects "most of the time," compared with just half of the general public. In addition to getting campaign information, 68% also reported visiting websites about issues and policies of concern to them. Those who sought issue or voting information about candidates also made use of this information: twice as many who did this said the Internet helped them decide how to vote, compared with voters who were less active consumers of this kind of data (38% to 19%).

Few Party Differences, Except Online Polls

More Republicans than Democrats go online for election news (by a margin of 18% to 11%), but there are few notable differences between political partisans in what they do online. Democrats and Republicans generally look for the same kinds of information, donate money and engage in online discussions at the same rates.

But nearly half of Republicans who go online for election news (46%) said they like to register their opinions in online polls. By comparison, fewer than three-in-ten Democrats (28%) do this. With Republicans more likely to go online for election news and register their opinions in polls, the profile of those who take online surveys tilts heavily Republican. Half of those who said they like to take online polls were Republicans, while just one-in-five were Democrats.

Republicans Frequent Online Polls

	Rep %	Dem %	Ind %	Other/DK %
All adults	30	32	25	13=100
Take online polls*	51	20	25	4=100

* Based on those who go online for election news

But TV Still Dominates

The Internet remains a secondary source of campaign news for most of the public. Only 7% of Americans said they got most of their news from online sources, slightly below the 11% who said this after the presidential election in 2000. Instead, most voters still look to television as a principal source of campaign news: two-thirds did so in the 2002 elections, down only slightly from 2000, when 70% cited television. But the mix of specific television sources was different from 2000 because of the local and regional nature of the midterm elections. Over one-third (35%) cited local television as a primary source, up from 21% in 2000. By contrast, only 7% mentioned network news, down from 22% in 2000. Cable was also a less common source at 21%, down from 36% in the presidential election year.

Just a third of Americans said they got most of their news on the elections from newspapers. This was a six-point decline from 2000 (39%) and only about half the number who said they relied primarily on newspapers in 1996 (60%).

	Early Nov 1996	Early Nov 2000	Nov 2002
Sources of Election News, 1996-2002			
	%	%	%
Television	72	70	66
Network	36	22	7
Local	23	21	35
Cable	21	36	21
Newspapers	60	39	33
Radio	19	15	13
Magazines	11	4	1
Internet	3	11	7

*Numbers add to more than 100% because respondents could list up to two primary sources.

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Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates between October 30 and November 24, 2002, among a sample of 2,745 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2 percentage points. For results based Internet users (n=1,707), the margin of sampling error is plus or minus 2.5 percentage points. For results based on those who go online for election news (n=388), the margin of sampling error is plus or minus 5 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

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

New sample was released daily and was kept in the field for at least five days. This ensures that complete call procedures were followed for the entire sample. Additionally, the sample was released in replicates to make sure that the telephone numbers called are distributed appropriately across regions of the country. At least 10 attempts were made to complete an interview at every household in the sample. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Interview refusals were recontacted at least once in order to try again to complete an interview. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 2001). This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

Total Numbers dialed	14941	
Business	1060	
Computer/Fax	820	
Other Not-Working	2224	
Additional projected NW	1489	
Working numbers	9347	62.6%
No Answer	425	
Busy	71	
Answering Machine	1794	
Callbacks	211	
Other Non-Contacts	157	
Contacted numbers	6689	71.6%
Initial Refusals	2088	
Second Refusals	1216	
Cooperating numbers	3385	50.6%
No Adult in HH	80	
Other Ineligible	0	
Language Barrier	344	
Eligible numbers	2961	87.5%
Interrupted	216	
Completes	2745	92.7%
Response Rate		33.6%

PSRA calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 71.6 percent were contacted by an interviewer and 50.6 percent agreed to participate in the survey. Eighty-eight percent were found eligible for the interview. Furthermore, 92.7 percent of eligible respondents completed the interview. Therefore, the final response rate is 33.6 percent.

ONLINE FOR ELECTION NEWS BY DEMOGRAPHICS
(Based on General Public)

	1996†	1998	2000	2002	(N)
	%	%	%		
Total	4	6	18	13	(2745)
Sex					
Male	5	9	21	16	(1347)
Female	2	3	15	11	(1398)
Age					
Under 30	5	8	25	16	(537)
30-49	5	8	22	16	(1025)
50-64	2	4	15	11	(608)
65+	*	2	3	4	(497)
Sex and Age					
Men under 50	7	10	25	19	(806)
Women under 50	4	4	20	14	(756)
Men 50+	2	4	13	10	(513)
Women 50+	2	2	7	7	(592)
Race					
White	4	7	19	14	(2272)
Black	3	2	12	8	(252)
Hispanic††	n/a	6	16	9	(199)
Education					
College Grad.	9	12	33	27	(818)
Some College	4	9	24	15	(671)
High School Grad.	2	2	10	7	(949)
<H.S. Grad.	1	0	4	4	(275)
Region					
East	4	7	18	13	(443)
Midwest	4	6	16	13	(718)
South	4	4	16	13	(921)
West	5	9	23	14	(663)

† 1996 is based on a combination of national samples from April, July, and September 1996 from which election news consumers were extracted.

†† The designation Hispanic is unrelated to the white-black categorization.

Reading this Table: This table shows the percentage of each demographic group that goes online for election news. For example, the first column shows that 4% of the general public went online for election news in 1996, 5% of men went online for election news, while 2% of women went online for election news.

Question: Have you gone/Did you ever go online to get news or information about the 2002 mid-term elections?   **Continued ...**

	1996	1998	2000	2002	(N)
	%	%	%	%	
Total	4	6	18	13	(2745)
Family Income					
$75,000+	7	12	34	29	(508)
$50,000-$74,999	6	13	27	18	(395)
$30,000-$49,999	5	7	20	10	(586)
$20,000-$29,999	2	6	12	8	(284)
<$20,000	2	2	8	6	(396)
Party ID					
Republican	4	10	23	19	(876)
Democrat	4	4	16	11	(833)
Independent	4	3	18	12	(705)
Party and Ideology					
Conservative Rep.	n/a	n/a	26	20	(558)
Moderate/Lib. Rep	n/a	n/a	20	17	(288)
Conserv./Mod. Dem.	n/a	n/a	14	10	(517)
Liberal Democrat	n/a	n/a	25	17	(261)
Marital Status					
Married	4	6	19	15	(1533)
Not Married	4	7	16	11	(1190)
Parental Status					
Parent	n/a	6	21	15	(964)
Non-Parent	n/a	6	16	12	(1774)
Employment Status					
Full-time	n/a	n/a	23	17	(1400)
Part-time	n/a	n/a	20	15	(368)
Retired	n/a	n/a	5	5	(570)
Not-employed	n/a	n/a	15	9	(330)
Student	n/a	n/a	34	23	(383)
(working and non-working)					

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NOVEMBER 2002 CAMPAIGN AND INTERNET
FINAL TOPLINE
October 30- November 24, 2002
N=2,745

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?

	Yes	No	Don't Know/ Refused	
Total	39	61	*	(N=2745)
April 2002[1]	41	59	*	
April 2000	46	54	*	
April 1998	47	52	1	
April 1996	50	50	*	
June 1995	52	48	*	
Internet User	39	61	*	(N=1707)
April 2002	43	57	*	
April 2000	46	54	*	
April 1998	48	51	1	
April 1996	48	51	1	
June 1995	63	37	*	
Election News Consumer*	56	44	*	(N=388)

* Election News Consumer – Based on those who go online to get news about the 2002 elections (POL04 1-5). [N=388]

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[1] April 2002 through April 1996 trends are based on Pew Research Center Biennial Media Consumption Surveys. The question was worded: "Now, on another subject… Did you get a chance to read a daily newspaper yesterday, or not?" June 1995 trend is based on the 1995 Times Mirror Center Technology Study.

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	
Total	61	39	*	(N=2745)
April 2002[2]	55	45	*	
April 2000	55	44	1	
April 1998	60	39	1	
April 1996	59	40	1	
June 1995	64	35	1	
Internet User	61	39	*	(N=1707)
April 2002	54	46	*	
April 2000	53	47	*	
April 1998	58	41	1	
April 1996	54	46	*	
June 1995	63	37	*	
Election News Consumer	70	30	*	(N=388)

POL01 Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs (INSERT)?

Total	Internet User	Non-Internet User	Election News Consumer		Total Nov 1998[3]	Internet User Nov 1998	Election News Consumer Nov 1998
49	51	46	75	Most of the time	46	51	72
27	29	24	20	Some of the time	27	29	20
14	14	15	4	Only now and then	14	12	6
9	7	13	1	Hardly at all	13	8	2
1	*	2	*	Don't know/Refused	*	*	*
(N=2745)	(N=1707)	(N=1038)	(N=388)				

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[2]   April 2002 through April 1996 trends based on Pew Research Center Biennial Media Consumption Surveys. The question was worded: "Did you watch the news or a news program on television yesterday, or not?"

[3]   November 1998 trends based on the Pew Research Center 1998 Technology Survey. N=2000 adults 18 years or older; N=1993 Internet user oversample; N=315 election news consumers. Interview dates: October 26-December 1, 1998.

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	Don't Know /Refused
Current	61	39	0
Oct 2002	59	41	0
Sept 2002	61	39	0
July 2002	59	41	0
March/May 2002	58	42	0
Jan 2002	61	39	0
Dec. 17-23, 2001	58	42	0
Nov. 19-Dec. 16 2001	58	42	0
Oct 2001	55	45	0
Sept 20-Oct 1 2001	51	49	0
Sept 12-19 2001	55	45	0
Aug 2001	59	41	0
Feb 2001	53	47	*
Nov 2000	53	47	0
July/Aug 2000	50	50	*
May/June 2000	47	53	0
March 2000	49	51	*

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					
Total	41	17	59	*	(n=2745)
July 2002	39	13	61	*	
Jan 2002	41	15	59	*	
Oct 2001	34	12	66	0	
Feb 2001	35	13	65	*	
Nov 2000[4]	33	10	67	*	
March 2000	28	10	72	*	
Internet User	67	28	33	*	(n=1707)
July 2002	66	22	34	*	
Jan 2002	71	26	29	*	
Oct 2001	67	23	33	0	
Feb 2001	66	25	34	*	
Nov 2000	61	24	39	*	
March 2000	60	22	40	*	
Election News Consumer	94	61	6	*	(n=388)
Nov 2000	87	46	13	*	
Look for news or information about politics or the campaign					
Total	24	8	76	0	(n=2745)
July 2002	25	5	75	0	
Nov 2000	18	8	82	*	
March 2000	16	4	84	*	
Internet User	40	13	60	*	(n=1707)
July 2002	43	9	57	0	
Nov 2000	43	18	57	*	
March 2000	35	10	65	*	
Election News Consumer	90	42	10	*	(n=388)
Nov 2000	90	45	10	*	

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[4] November 2000 trends based on the Pew Research Center 2000 Campaign and Internet Survey conducted by Princeton Survey Research Associates. N=7426 adults 18 years or older; N=4186 Internet users; N=1435 election news consumers. Interview dates: October 10-November 19, 2000.

Q17 How do/did you get most of your news about the election campaigns in your state and district? From television, from newspapers, from radio or from magazines or from the Internet? (Multiple Response)

Q17b Did you get most of your news about the election campaigns from network TV news, from local TV news, or from cable news networks such as CNN or MSNBC?

Total	Internet Users	Non-Internet Users	Election News Consumer	Registered Voters	
66	62	72	50	66	Television
7	7	6	9	8	Network
35	32	39	15	34	Local TV
21	20	22	24	20	Cable
1	1	1	1	2	All of them
1	1	1	1	1	Other
2	1	3	1	2	Don't know/Refused
33	33	34	33	37	Newspapers
13	14	11	12	13	Radio
1	2	1	2	1	Magazines
7	11	*	31	6	Internet
*	*	*	1	*	All of the above
2	2	3	2	3	Mailings/Flyers
1	1	2	*	1	Friends/Family/Other acquaintances
1	1	1	1	1	Combination of several sources
2	2	1	2	1	Other
2	2	2	1	1	Don't know/Refused
(n=2,745)	(n=1,707)	(n=1,038)	(n=388)	(n=2,048)	

Trend Based on Total Population[5]

	June 2000	Feb 2000	Jan 2000	Sept 1996	April 1996	Feb 1996	Sept 1992	Jun 1992	May 1992	March 1992	Feb 1992
Television	65	73	75	75	81	85	83	84	86	83	80
Network[6]	17	20	24	29	39	N/A	N/A	N/A	N/A	N/A	N/A
Local	24	28	25	31	34	N/A	N/A	N/A	N/A	N/A	N/A
Cable	25	30	31	25	23	N/A	N/A	N/A	N/A	N/A	N/A
Other (VOL.)	1	2	1	1	2	N/A	N/A	N/A	N/A	N/A	N/A
DK/Ref.	*	1	1	1	1	N/A	N/A	N/A	N/A	N/A	N/A
Newspapers	27	33	31	44	48	56	49	55	51	48	49
Radio	11	15	12	14	21	21	13	18	17	14	18
Magazines	2	2	3	5	6	5	5	7	6	4	4
Internet	5	7	6	2	2	2	N/A	N/A	N/A	N/A	N/A
Other	2	2	3	2	3	1	4	4	3	3	3
DK/Ref.	2	1	1	1	1	1	1	*	1	*	1

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[5] The questions wording for the trend for February 1992 through June 2000 was, "How do/did you get most of your news about the Presidential election campaign?

[6] Multiple responses were accepted in the "television" follow-up question for the trend.

POL03 Have you gone/Did you ever go online to get news or information about the 2002 mid-term elections?

	Yes	No	Don't Know/ Refused	
Total	13	87	*	(n=2745)
Nov 2000	18	82	*	
Nov 1998	6	94	*	
Oct 1996[7]	N/A	N/A	N/A	
Internet User	22	78	*	(n=1707)
Nov 2000	33	66	1	
Nov 1998	15	84	1	
Oct 1996	22	78	0	
Election News Consumer	100	-	-	(n=388)
Nov 2000	100	-	-	
Nov 1998	100	-	-	
Oct 1996	100	-	-	

POL04 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?

	At Least Weekly	More Than Once A Day	Every Day	3-5 Days A Week	1-2 Days A Week	Less Often	Don't Know/ Refused	No/ Never
Total	*8*	1	2	2	3	5	*	87
Nov 2000	*13*	2	3	3	5	5	*	82
Nov 1998	*4*	*	1	1	2	2	*	94
Oct 1996	*N/A*	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Internet User	*13*	1	3	4	5	9	*	78
Nov 2000	*25*	4	6	6	9	8	1	66
Nov 1998	*10*	1	3	2	4	5	1	84
Oct 1996	*12*	*	2	2	8	10	0	78
Election News Consumer	*59*	5	14	18	22	41	0	N/A
Nov 2000	*75*	12	18	18	27	25	0	N/A
Nov 1998	*65*	6	20	15	24	35	0	N/A
Oct 1996	*53*	1	8	10	34	47	0	N/A

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[7]   October 1996 trends based on the Pew Research Center 1996 Technology Survey. N=1003 Internet users; N=215 Election News Consumers. Interview dates: October 21-31, 1996.

POL05 Now, I'd like to ask about what types of campaigns and elections you go online to look for information about. First, do you go online to look for information about (INSERT)?

	Current				Nov 1998	
Total	Internet User	Election News Consumer		Total	Internet User	Election News Consumer
			a. Races for U.S. Senate			
9	15	68	Yes	--	--	--
4	7	31	No	--	--	--
*	*	1	Don't know/Refused	--	--	--
			b. Races for U.S. House[8]			
8	14	64	Yes	3	9	59
5	8	35	No	97	91	40
*	*	1	Don't know/Refused	*	*	1
			c. Races for Governor			
10	17	78	Yes	--	--	--
3	5	21	No	--	--	--
*	*	1	Don't know/Refused	--	--	--
			d. Local races in your area			
7	12	56	Yes	3	9	56
6	10	44	No	97	91	43
*	*	*	Don't know/Refused	*	*	1
			e. Ballot measures or initiatives			
6	10	44	Yes	--	--	--
7	12	54	No	--	--	--
*	*	2	Don't know/Refused	--	--	--

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[8] In November 1998 items b and d were not asked as part of a list question. The questions were worded: "When you go/went online to get news and information about the 1998 elections, are/were you looking for information about [the congressional race in your district/local races in your area]?"

POL06 Where do you go most often for news and information about the 2002 mid-term elections? (Multiple Response)

Total		Nov 2000	Nov 1998	Oct 1996
3	The news sites of commercial online services such as America Online	5	2	N/A
7	The Websites of major news organizations such as CNN or the New York Times	8	3	N/A
2	The websites of local news organizations in your area	2	2	N/A
1	Sites that specialize in politics	1	1	N/A
1	Websites set up by the candidates themselves	1	*	N/A
1	Issue-oriented websites	1	1	N/A
2	The websites of state or local governments	1	1	N/A
*	Television, radio, or newspapers	N/A	N/A	N/A
*	Some other source	3	1	N/A
*	Don't know/Refused	*	*	N/A
(n=2745)				

Internet User		Nov 2000	Nov 1998	Oct 1996
4	The news sites of commercial online services such as America Online	9	4	8
11	The Websites of major news organizations such as CNN or the New York Times	16	8	11
4	The websites of local news organizations in your area	4	5	N/A
2	Sites that specialize in politics	2	2	3
2	Websites set up by the candidates themselves	2	1	5
2	Issue-oriented websites	2	2	N/A
3	The websites of state or local governments	2	3	N/A
*	Television, radio, or newspapers	N/A	N/A	N/A
*	Some other source	5	2	1
1	Don't know/Refused	1	1	1
(n=1707)				

Election News Consumer		Nov 2000	Nov 1998	Oct 1996
19	The news sites of commercial online services such as America Online	27	26	38
52	The Websites of major news organizations such as CNN or the New York Times	47	50	50
18	The websites of local news organizations in your area	12	29	N/A
10	Sites that specialize in politics	7	16	15
11	Websites set up by the candidates themselves	7	7	25
9	Issue-oriented websites	4	14	N/A
12	The websites of state or local governments	6	20	N/A
1	Television, radio, or newspapers	N/A	N/A	N/A
2	Some other source	15	10	7
3	Don't know/Refused	2	9	6
(n=388)				

POL08 When you go online to get information about the elections, do you ever do any of the following things? First, do you ever (INSERT)?

Based on those who go online to get news or info about the elections [N=388]

	Yes	No	Don't Know/ Refused
a. Participate in online discussions or 'chat' groups about the elections			
Current	10	90	0
Nov 2000	8	92	*
Nov 1998	13	87	*
Oct 1996	31	69	*
b. Register your own opinions by participating in an electronic poll			
Current	39	61	0
Nov 2000	35	65	*
Nov 1998	26	74	*
Oct 1996	34	66	0
c. Get information about a candidate's voting record			
Current	45	55	0
Nov 2000	33	67	*
Nov 1998	30	70	*
h. Contribute money to a candidate running for public office through his or her web site			
Current	5	95	0
Nov 2000	5	95	*
i. Look for more information about candidates' positions on the issues			
Current	79	21	0
Nov 2000	69	31	*

POL02 Some people go online for campaign news because they are very interested in politics and enjoy following it. Others don't enjoy 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?

Based on those who go online to get news or info about the elections [N=388]

Current		Nov 1998	Oct 1996
31	Enjoy politics	29	38
66	Duty to be well-informed	57	59
2	Neither	12	2
1	Don't know/Refused	2	1

POL09 Which of the following comes closest to describing WHY you go online to get news and information about the 2002 mid-term elections? (Multiple Response)

Based on those who go online to get news or info about the elections [N=388]

Current		Nov 2000	Oct 1996
10	Because you can get information on the Web that is not available elsewhere	12	26
57	Because getting information online is more convenient for you	56	45
8	Because the Web offers news sources that reflect your own interests or values, OR…	6	24
43	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	29	53
3	Some other reason	11	5
2	Don't know/Refused	1	4

POL09b 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?

	Yes	No	Don't Know/ Refused	
Total	24	37	*	(n=2745)
Nov 1998	11	89	*	
Oct 1996	N/A	N/A	N/A	
Internet User	39	61	1	(n=1707)
Nov 1998	28	72	*	
Oct 1996	23	66	11	
Election News Consumer	57	43	1	(n=388)
Nov 1998	43	57	0	
Oct 1996	41	48	11	

POL13 Has/Did any of the information you have received online about the 2002 mid-term elections made/make you decide to vote for or against a particular candidate?

	Yes	No	Don't Know/ Refused	
Total	5	95	*	(n=2745)
Internet User	8	91	1	(n=1707)
Election News Consumer	35	62	3	(n=388)
November 2000[9]	43	55	2	
November 1998	34	63	3	
October 1996	31	69	0	

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[9] In 2000 and 1998, the question was worded: "Has/Did any of the information you (have) received online about the [2000/1998] elections made/make you want to vote for or against a particular candidate?" In 1996, the question was worded: "Has any of the information you have received online about the 1996 elections influenced your choice of candidates?" Field periods for the trend are: October 10-November 9, 2000; October 26-December 1, 1998; October 21-31, 1996.