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Online Newcomers More Middle-Brow, Less Work-Oriented
THE INTERNET NEWS AUDIENCE GOES ORDINARY

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The Internet audience is not only growing, it is getting decidedly mainstream. Two years ago, when just 23% of Americans were going online, stories about technology were the top news draw. Today, with 41% of adults using the Internet, the weather is the most popular online news attraction.

Increasingly people without college training, those with modest incomes, and women are joining the ranks of Internet users, who not long ago were largely well-educated, affluent men. Moreover, newcomers to the Internet go online much more often for personal reasons than do more experienced online users.

As a consequence, Internet news interests are changing markedly. The popularity of general interest subjects online — from weather patterns to entertainment news — is growing much faster than that of political or international news. According to the Pew Research Center’s nationwide telephone survey of 3,184 adults, the percentage of Americans who go online to access local, entertainment and weather news has grown substantially since 1996. And, while more voters used the Internet for election news and information in 1998 than two years earlier, the *percentage* of the online public that sought out election information actually diminished.

At the same time, the rate of consumer purchasing on the Internet is skyrocketing. Even before the Christmas rush, 32% of Internet users had bought something online, a leap from just 8% in 1995. If consumers grow more confident about the security of online commerce, this number may climb higher: 61% of Internet users who have not yet made an online purchase cite credit card security as a reason.

The New Internet Users		
	<i>Started Using the Internet In the Past Year</i>	<i>More than A Year Ago</i>
	<u>%</u>	<u>%</u>
<i>Percent of all Internet Users</i>	46	53
<i>Percent who are ...</i>		
Male	48	55
Female	<u>52</u>	<u>45</u>
	100	100
18-29	25	30
30-49	52	50
50-64	16	15
65 +	4	4
\$50,000 +	35	45
\$30,000-\$49,999	23	22
Under \$30,000	23	16
College Grad	29	46
Some College	32	30
H.S. Grad	33	19
< H.S.	6	3
<i>Use Internet for...</i>		
Work	24	30
Pleasure	52	39
Mix	22	31
	(N=879)	(N=1,106)

Similar growth can be seen in the popularity of email, which continues to be the top Internet draw and shows the same broadening trend. Email is used exclusively for work much less than it was in 1995 (12% vs. 31%). Today, among those who use email, 88% do so for personal reasons either exclusively (41%) or for both personal and work communications (47%). Many email users say they communicate more often with friends and family now that this technology is available.

		E-normous			
		<i>Based On ...</i>			
		All Adults		Internet Users	
		<u>'96</u>	<u>'98</u>	<u>'96</u>	<u>'98</u>
		%	%	%	%
Uses Email		19	35	83	85
Checks Email Daily		11	24	50	59
Got Email Yesterday		8	14	33	34
		<u>'95</u>	<u>'98</u>	<u>'95</u>	<u>'98</u>
Motivations for Email					
Work		4	5	31	12
Personal		4	17	30	41
Both		5	19	38	47

But with everyday use, some of the mystique of email is fading. Among those who use email at work, the percentage who think that email leads to more frank communication between upper and lower ranks in the workplace fell to 36% in the current survey from 69% in 1995.

The broadening of the Internet population also casts doubt on suggestions that online activities are associated with social isolationism and interpersonal distrust and that the Internet attracts malcontents. The survey, which included 1,993 Internet users, found them to be as engaged — as likely to have visited a friend or family member or called someone just to talk yesterday — as people who don't go online. Frequent Internet users are just as trusting of other people and the government as the average American, even when factors like age, education and income are taken into account.

News Use Varies

The November 1998 survey that is the principal basis for this report confirms a dramatic growth in online news consumption over the past several years. But Center surveys also find considerable variation in online news reading habits from month-to-month. For instance, while the November survey found 37% of Internet users saying they went online at least once a week to get the news, an April 1998 poll found 55% and a subsequent December survey logged 64%. These fluctuations may reflect differences in the news environment from month-to-month, or they may indicate that “getting the news” online is a somewhat ambiguous activity that blends, in people’s thinking, news consumption with other information-gathering activities.

The comprehensive November survey also provides a mixed answer to the question of whether increasing use of the Internet as a news source is leading to decreasing use of traditional news outlets. Three-in-four Internet news consumers (75%) say they get *more* of their news from traditional outlets, while only 11% say they are now using print and broadcast outlets less.

Further, the online population is more likely to read a newspaper daily than the offline public. But this is not an apples-to-apples comparison because Internet users tend to be more interested in the news than non-users.

When the media habits of users and non-users are contrasted taking their interest in politics and other demographic differences into account, the survey finds heavy Internet news consumers watching relatively less television news than their offline counterparts but reading newspapers and listening to radio news just as often.

The survey finds other indications supporting the idea that using the Internet may have a more negative impact on news *viewing* than news *reading*. First, Internet users most often go online for the kind of information featured by television news, especially by cable. Updates on stock quotes and sports scores (38%), weather, movies and other local information (39%), and news headlines (29%) are among the most often used features of Internet news sites.

Second, new online users increasingly come from lower and middle socio-economic groups which are heavier than average television watchers. New users are also disproportionately drawn from younger generations, who have primarily relied on TV rather than newspapers for their news.

The survey indicates, however, that both print and broadcast news may be able to

Surfing the Net, Not the Tube *

	<i>Go online for news</i>	
	<u>Rarely/</u> <u>Never</u>	<u>Once/week</u> <u>or more</u>
<i>Time spent watching TV news yesterday...</i>	%	%
Over ½ hour	60	51
Up to ½ hour	12	14
None	27	35
DK/Refused	<u>1</u>	<u>*</u>
	100	100

* Based on those who follow government/politics most of the time.

News Online

	<i>Based On ...</i>			
	Adults		Users	
	<u>'95</u> %	<u>'98</u> %	<u>'95</u> %	<u>'98</u> %
<i>Get news from:</i>				
Broadcast TV websites	5	9	20	22
National newspaper websites	5	7	23	16
Wall Street Journal homepage	3	4	15	9
C-SPAN's website	2	3	10	8
MSNBC	3	8	11	18
CQ's American Voter	*	*	2	1
CNN/Time AllPolitics	3	5	15	13
Local community website	4	7	16	16
Went online for election news	4	6	22	15

cross-fertilize their audience with Internet news users. Fully 41% of those who go online say they turn to the Internet to get more information on stories first seen in the traditional media. Relatively few (21%) say they read stories online instead of getting them in newspapers or on TV.

The websites of national broadcast news organizations are more popular than newspaper sites. In fact, the current survey finds proportionately fewer online visitors to newspaper-sponsored sites than in 1996. Reports of using the MSNBC website increased the most over this period.

Generally, online audiences say they turn to news websites for three reasons: to get information that is unavailable elsewhere, for convenience and for the ability to search for news on a particular topic. Audio and video supplements are secondary, as is the ability to express opinions about news topics. This is true for both heavy and light news users.

The Internet news audience finds the websites of various news organizations no more or less accurate than the information found in those organizations' traditional news outlets. However, more broadly, 44% of online users think that an accurate picture of what is going on in the world is more often found on the Internet than in daily newspapers or on network news broadcasts.

	<i>Online News Users*</i>	
	<u>Heavy</u> %	<u>Light</u> %
<i>Why they get news on web...</i>		
Info. unavailable elsewhere	54	44
The ability to search	55	39
Convenience	51	39
Audio & video features	23	23
Can express opinions	20	18
<i>What they do online ...</i>		
Follow-up on news story	66	33
Get stock quotes/sports scores	59	31
Check weather, movies & local information	55	34
Check headline news	60	15
Get customized updates	29	12
Have news stories emailed	27	14
* Heavy = goes online for news at least once a week; Light = less often.		

Campaign '98 and the Internet

Traffic in Web-based election news was higher in 1998 than in 1996 (11 million people vs. 7 million) because the number of people with online access increased, not because politics and elections have become hot topics on the Internet. As a percentage of users, there was less use of the Internet for political purposes in the 1998 midterm elections. Just 15% reported going online for information about the elections, down from 22% in 1996.

This may be in part because midterm elections engender less interest than presidential contests. But the survey also suggests that new Internet users, who have lower socio-economic profiles and less political interest than longtime users, were not as inclined to use the Internet for election information.

Most people who did use the World Wide Web for political purposes rated their visits to various news and election sites as *somewhat* useful, with media sites getting slightly higher ratings than government or campaign sites. Three-in-ten people who went to a political website were seeking information about a candidate's record, making that the top motivation for election news seekers. Fully 34% say their vote on Election Day was influenced by information they found on the Internet.

Slightly more Republicans than Democrats or Independents used the Internet for election information. Generally, Americans online are more politically active, more conservative and less supportive of Clinton than the rest of the population. However, a detailed look at their attitudes suggests that the Internet population tends to be somewhat more conservative on economic issues, but more liberal on social questions.

Other Findings:

- Few Internet users experience information overload — and most (63%) say they spend neither too much nor too little time online.
- Nearly one-fifth of Internet users get customized news reports and an equal number receive emailed news. Slightly more regularly get news stories online instead of from newspapers and TV.
- Trying to find something on the Internet is the top source of frustration for users, followed by the speed of Internet connections and the speed of searches. And these complaints aren't limited to beginners — experienced users express more frustration than new users in each of these areas.
- Americans are not overly concerned about computers crashing in the Year 2000. Only 13% worry a lot that computer systems will fail next year.

The remainder of the report is divided into five sections. Section I outlines basic patterns of Internet use. Section II deals with online news consumption. Section III looks at how Americans used the Internet for the 1998 elections. Section IV explores the attitudes, beliefs and behaviors of Internet users. And Section V looks at Americans' attitudes toward the Internet and technology. These sections are followed by several descriptive tables, a detailed methodology, a technical appendix and the complete questionnaire.

Section I - Basic Patterns of Internet Use

As the number of Americans using Internet technology continues to grow, people increasingly turn to the Internet to do research for work, get entertainment and travel information, shop, and catch up with friends and family. This wide range of activities reflects the expanding Internet population, which is beginning to look like a broader cross-section of the American public.

Over the last three years, the number of Americans who own computers has grown to 43% from 36%, and the percentage using the Internet and email has increased even more. Today, 41% of Americans go online — up from just 14% in 1995.¹ One-third of Americans (35%) use email, more than triple the number three years ago (10%).

Cyberflation		
<i>Percent of Americans who...</i>	<u>1995</u>	<u>1998</u>
	%	%
Own a computer	36	43
Use the Internet	14	41
Go online every day	3	12
Use email	10	35
Bought online	1	13

Unlike many technologies developed in recent decades that are used primarily in the workplace, the Internet is taking root right at home. Fully 74% of people who use the Internet go online at least some of the time from home, and nearly half (49%) connect to the Internet *only* from home. This is more than the total number of people who go online at work exclusively or some of the time (38%). Similarly, asked if they went online just yesterday, 43% of Internet users said they had — 32% said they went online from home just yesterday.

Some 12% of Americans — 22 million people — go online everyday, compared to just 3% three years ago. Internet users tend to go online throughout the day, for relatively brief periods of time. One-in-four (25%) Internet users say they generally go online during the daytime, and nearly as many favor the dinner (22%) or late night hours (22%). Fewer go online during the morning hours (16%).

Americans Online	
<i>Go online ...</i>	<u>Internet Users</u>
	%
Every day	30
3-5 days a week	29
1-2 days a week	22
Less often/Don't know	<u>19</u>
	100
<i>Send or receive email ...</i>	
Every day	33
3-5 days a week	22
1-2 days a week	17
Less often/Don't know	13
Never use email	<u>15</u>
	100

The typical user spends an hour or less online on any given day. Among those who used the Internet the day before they were interviewed, 29% were online for a half-hour or less, while 41% were online for up to one hour. The remaining 30%

¹ The figure of 41% of Americans who go online is based on an average of Internet use rates across four recent national surveys.

spent more than an hour online throughout the day.

Most Internet users say they are happy with the amount of time they spend online and would miss the Internet if it were gone. Some 63% say they spend about the right amount of time online, while 27% say they want to spend more time on the Internet. People who go online everyday are more satisfied than those who do not with the amount of time they spend online — one-third of those who are not daily Internet users say they wish they could spend more time online, compared to only 15% of everyday users.

The New Internet Users

Reflecting the steady growth of the Internet in America, 46% of users started going online just within the last year. And as the online population expands, there are signs that the Internet — used by a relatively small and elite group several years ago — is beginning to reach a broader cross-section of the public.

Fully 40% of those who started going online within the past year never attended college, which is nearly twice the number as among experienced Internet users (22%). Similarly, 23% of new users have household incomes below \$30,000 a year, compared to just 16% of those who have been online for more than a year.

This growth in the online population is changing the way Americans use the Internet. For example, new Internet users go online less often than those who started using the Internet more than a year ago. Four-in-ten experienced users (40%) go online everyday, twice the number of new users who do so (19%). And on days when they do go online, 53% of experienced users connect to the Internet several times during the course of the day, compared to just 34% of new users.

<i>Percent who are...</i>	Not an	Internet	Goes
	<u>User</u>	<u>User</u>	<u>Online</u> <u>Daily</u>
	%	%	%
Male	45	52	59
Female	55	48	41
Under 30	17	30	23
30-49	37	50	51
50-64	21	15	19
65 +	24	4	5
College Grad.	12	39	44
Some College	19	31	31
H.S. Grad	43	25	20
< High School	24	4	4

Not only do new Internet users go online less often, but when they do, it's typically for fun, not for work or research. Experienced users are more or less evenly divided between those who go online all or mostly for pleasure (39%), all or mostly for work (30%), or both (31%). In contrast, most new Internet users say they go online all or mostly for pleasure (52%), while 25% go online

for work and 22% for both. But just 26% of new users say they would miss the Internet a lot if they could no longer go online, compared to 49% of experienced users.

Despite these substantial changes in the Internet population, it is still a long way from mirroring the country as a whole. The 74 million Americans who go online remain substantially younger, better-educated and more affluent than the U.S. population at large. Fully 39% of Internet users are college graduates, for example, compared to just 22% of all Americans. Similarly, 80% of Internet users are under age 50, compared to 63% of all Americans.

An Information Source

People increasingly use the Internet as a source of information. Nearly half of all Internet users (47%) now go online at least once every week to get information for their work or job, while 38% go online as often to get news and information about current events and 35% to get information about hobbies, movies, and other entertainment-related activities. Entertainment is an especially big draw for younger users: 47% of those under age 30 go online every week for information about hobbies, movies and entertainment, compared to 23% of those over age 50. More than one-in-four Internet users (28%) go online every week to get stock market updates or buy stocks and bonds.

<i>Percent of Internet users who...</i>	<u>1995</u>	<u>1998</u>
	%	%
Get entertainment info	44	73
Get travel/vacation info	27	68
Get financial information	26	49
Visit chat rooms/discussion lists	44	45

As more people have gone online and more websites have become available, the number of Internet users who go online for a range of information has grown substantially. Fully 73% now go online at least occasionally for entertainment-related information, for example, up from just 44% in 1995. Similarly, 68% go online for vacation or travel information, compared to just 27% three years ago.

But getting information off the Internet is not always easy. Most Americans who go online say they have been frustrated trying to find something on the Internet (60%), by the speed of their Internet connection (59%) and by the speed of their searches (56%). These frustrations are not due to a lack of experience. In fact, experienced users — who go online more often — express even more frustration than new users in each of these areas.

At the same time, the advantages of the Internet outweigh these disadvantages for most users. More than three-quarters (77%) of all Internet users — experienced and inexperienced alike — disagree with the statement that finding information online is so hard that it's usually not worth the

time.

More than half of Internet users (58%) have bookmarks that save one or more favorite websites — 70% of old users have bookmarks compared to 44% of new users. Fewer Internet users have listened to audio clips (46%) or watched video clips (46%) online.

A Shopping Place

Even before the 1998 Christmas season, more than one-in-ten Americans (13%) had purchased goods or services online. One-third (32%) of online users had done so. This represents a significant increase from 1995 when only 8% of online users reported ever having shopped online. The increase in online shopping over the last three years is most pronounced among men, those over age 50 and college graduates.

Five percent of today's online users report buying something online within the past week, 11% in the past month, and 16% more than one month ago. Online shopping is much more prevalent among men than women — 38% of men vs. 25% of women who go online have purchased goods or services there. Internet users ages 50-64 are the most likely to shop in this fashion (38%). Those under age 30 are the least likely — only 23% have ever shopped online. More educated online users and those with higher incomes shop online at higher than average rates.

Among those who have shopped online, a narrow majority report that they were at least somewhat worried about the security of their credit card numbers when doing so. However, only 17% worried a lot about security issues, another 38% worried a little. Fully 44% say they did not worry at all.

Among the many Internet users who have *never* purchased goods or services online, most (61%) say they have been reluctant to do so because they were worried about the security of their credit card numbers; but 36% say security concerns have not been an impediment for them.

Online Trends		
<i>Percent of Internet users who...</i>	<u>1995</u>	<u>1998</u>
	%	%
Have a "bookmark"	--	58
Have listened to an audio clip	--	46
Have watched a video clip	--	46
Have bought something online	8	32
Are on an email "list-serv"	17	21
Post political views online	15	16

Security Concerns	
(Based on Internet Users)	
	<u>%</u>
Have shopped online	32
<i>How worried about security of credit card?</i>	
A lot	17
A little	38
Not at all	44
Don't know	<u>1</u>
	100
Have not shopped online	68
<i>Why not shop online?</i>	
Worried about security	61
Not worried	36
Don't know/Refused	<u>3</u>
	100

Connecting With Friends, Family

An overwhelming majority of the online public (85%) use email, mostly to communicate with their family and friends. Email is popular among all groups of Internet users — men and women, young and old. Most of those who email their family and friends say they communicate with them more often now that email is available (61%), while 37% say email has made no difference. Among those who use email at work, 36% say it has led to more honest communication in the workplace, 52% say it has made little difference.

Most people who have email check their it at least once everyday (59%), and 45% say they used email just yesterday. On a typical day, email users send about six messages and receive about 12 messages.

But even as the Internet provides an instantaneous link to people throughout the world, it usually does not bring together people who do not know each other already. For example, just 24% are on an email list-serv, an electronic mailing list that allows people with common interests to send messages to everyone on the list. Similarly, 22% say they regularly communicate with others through chat groups or discussion lists on the Internet.

Just 23% of Internet users have met a new friend online. Even fewer have expressed a political or social opinion through an email list or on an online bulletin board (15%) or participated in an online discussion about politics (11%). None of these activities are substantially more popular among Internet users than they were three years ago.

Section II - Online News Consumption

The number of Americans who go online to get news has tripled in the last three years. In 1995, just 4% of Americans went online for news at least once a week. Now, anywhere from 15% to 26% go online for news on a weekly basis, according to recent Pew Research Center surveys. This range reflects some fluctuation in the number of Americans who say they go online for news from one month to the next, as both news events and the way people think about Internet use continue to change.

<i>Percent getting news online at least weekly among...</i>	----- 1998 -----		
	<u>April</u>	<u>Nov</u>	<u>Dec</u>
	%	%	%
All Americans	20	15	26
Internet Users	55	37	64

Among people who use the Internet, a 37% plurality are heavy online news consumers — going online for news at least once a week. Another third only dabble in Internet news, going online specifically for news less than once a week, while 30% of those who use the Internet say they never look for news there.

<i>Percent who are...</i>	<i>News Use Among ...</i>		
	--- Internet Users ---		
	<u>Heavy</u>	<u>Light</u>	<u>None</u>
Men	64	49	42
Women	36	51	58
18-29	26	31	25
30-49	51	52	50
50+	21	16	22
HS Grad or less	24	36	31
Some college	32	31	30
College Grad	43	33	37
< \$20,000	7	11	9
\$20-29,999	10	11	8
\$30-49,999	24	23	20
\$50-74,999	21	15	19
\$75,000 +	23	21	22
New user	37	50	54
Old user	63	50	45
<i>Percent who read/watched/ listened yesterday ...</i>			
Newspaper	59	46	48
TV news	67	64	61
Radio news	53	48	42

The population of heavy online news consumers includes substantially more men than women (64% vs. 36%). These users also tend to be better-educated and more experienced in using the Internet. Fully 63% of those who go online for news at least weekly have been using the Internet for more than one year, while just 37% started going online in the past year.

Although older Americans spend more time than younger people reading newspapers and watching television news, there are no real age differences in online news consumption. Reflecting the Internet population in general, Americans between the ages of 30 and 49 comprise at least half of each group — heavy, light and non-news consumers.

Net News Interests

As the sheer number of Americans who go online for news and information continues to grow, online information remains a supplement to — not a replacement for — traditional print and television news. Stark differences are emerging, however, between newcomers to the Internet and longtime users. Americans who first started going online within the last year differ from more experienced Internet users in both the *amount* of news they consume online and the *kind* of news that holds their interest.

The broadening of the online population is bolstering interest in feature and local news. More Internet users now seek out news about the weather, local issues and entertainment than in 1996. Today, news about the weather draws the largest audience (64%), followed closely by news about technology (59%), entertainment (58%) and business (58%). Internet users are much more likely to seek out news about the weather and entertainment than they were in 1996; business and technology news are about as popular now as they were two years ago.

The number of online news consumers who turn to the Internet for news about the weather has jumped 17 percentage points since 1996, when 47% sought out this information. Use of the Internet for local news made similar gains (rising to 42% now from 27% two years ago), as did interest in entertainment (rising 8 percentage points).

In general, more experienced Internet users are more news hungry than are relative newcomers. They also express more interest in nearly all types of news than do new users. Among the 70% of online users who get news from the Internet, however, newcomers are just as likely as old hands to seek out softer news topics such as entertainment (57% new vs. 59% old), sports (47% new vs. 46% old) or local news (41% new vs. 43% old).

	Oct 1996	Oct 1998	Old User	New User
	%	%	%	%
Weather	47	64	71	56
Technology	64	59	65	50
Entertainment	50	58	59	57
Business	53	58	63	50
Sports	46	47	46	47
International	45	47	53	39
Health	--	46	49	42
Science	--	43	49	35
Politics	46	43	49	36
Local	27	42	43	41

Why the Net, Not the Networks?

Americans turn to the Internet for news because of the accessibility, convenience and breadth of online searches. Almost half (46%) of Internet users say access to information that is not available elsewhere is a very important reason for using the Web to get news and information. Almost as many cite the advantage of being able to search many different news sources for a

particular topic (44%) and the convenience of getting information online (43%) as very important reasons to go online for news. But the most steadfast online news consumers rate convenience as most important: 72% of those who go online for news *everyday* say using the Internet is more convenient for them.

Similarly, heavy online news users are more likely than light users to rank availability (54% vs. 44%) and convenience (51% vs. 39%) as very important reasons to search for news on the Internet. Fewer Internet users (23%) rank the Web’s audio and visual components as very important reasons for getting news and information online, but half (54%) rank it as at least fairly important.

Only 17% of online users say that the opportunity to give their opinion about what they are reading is a very important reason to search for news or information on the Internet.

Internet Users & Traditional News Media

Internet users read newspapers and listen to radio news at higher rates than do non-users. This is not surprising, given that users say they are more interested in news — especially political news — than are non-users. What is noteworthy is the way in which Internet users have approached news on the Web — as a mechanism for *supplementing*, not *replacing*, their traditional media sources.

Almost two-thirds of Internet users (64%) watched television news the day before the interview, over half (51%) read a newspaper and almost as many (48%) listened to news on the radio. Those who go online were more likely than non-users to both read a paper and listen to the radio (51% vs. 45% and 48% vs. 37%, respectively). This appetite for news — from all sources — is not simply a reflection of the better-than-average education and income levels of the online population. The news attentiveness of the online public remains as strong (or stronger) than that of non-users even when these factors are taken into account.

This heavy use of traditional news outlets by Internet users is accompanied by few indications that access to the Internet is crowding out news from other sources. Indeed, most of the data suggest otherwise. Three-quarters of heavy online news consumers still get most of their news from traditional print and broadcast news outlets. Almost as many (63%) say they use other sources just

A Supplement, Not a Replacement *	
<i>Get more news from...</i>	<u>%</u>
Online sources	16
Trad'l news outlets	75
Equal (VOL)	8
Don't know/Refused	<u>1</u>
	100
<i>Since going online, use...</i>	<u>%</u>
Other sources more	16
Other sources less	11
Some more, some less	10
Other sources same	63
Don't know/Refused	<u>*</u>
	100
* Based on weekly online news consumers.	

as much now as they did before getting news online. And for a small number of users, getting news online actually leads to *more* traditional news consumption: 16% of heavy online news users use other sources more now than they did before they started getting news online, a four-fold increase since 1995.

Moreover, when Internet users go to the Web for news, they most often frequent the websites of traditional news outlets. Over one-third of all users have bookmarked the website of a newspaper or network television news show. Among those who have bookmarks, 61% have used this technique for the websites of traditional news outlets.

Among those who go online for news about current events, public policy or politics, traditional news outlets win out over online-only news sources by margins as great as seven-to-one. For example, 22% go to broadcast news websites, 18% go to MSNBC and 16% go to websites of national newspapers most often, compared to only 3% who log on to online-only magazines this often.

	1996	1998
	%	%
Websites of broadcast networks	20	22
MSNBC	11	18
Websites of national papers	23	16
Website for local community	16	16
Websites of national magazines	--	13
CNN/Time AllPolitics	15	13
Wall Street Journal homepage	15	9
PBS Online	--	9
C-SPAN	10	8
Website of House of Reps.		
Senate or White House	--	8
Website of Candidate/Campaign	--	5
Drudge Report	--	4
Online-only magazines	--	3
Cong'l Quarterly	2	1
Project Vote Smart/Web, White & Blue	--	1

Declines at the Margins

For a small group of users, there are indications that the Internet is beginning to erode their traditional news consumption. One-fifth of Internet users (21%) regularly read news stories online instead of reading them in a newspaper or watching them on television. Almost as many (16%) get more news from online sources than from broadcast and print outlets. And one-in-ten users (11%) say that they are using other sources less now, compared to before they started going online.

For those who have replaced other sources with the Internet, convenience is a driving factor. Two-thirds of those who now favor online news sources over traditional media rank the convenience of online news as a very important reason for getting news this way, compared to 49% of those who have remained loyal to the broadcast and print media.

Finally, there is some evidence that Americans are spending time on the Internet instead of watching television news. When the differences in the demographic characteristics and political attentiveness of online users and non-users are taken into account, heavy Internet news consumers spend slightly less time watching TV news than those who rarely get news online.²

The use of the Internet to supplement news occurs both deliberately and accidentally. Fully 41% of Internet users have logged on to follow-up on a news story that they first saw or heard about somewhere else. Almost half (48%) have bumped into news when they went online for other purposes.

Customized news

Substantial numbers of online users turn to the Internet in search of specific information, not just general news. Electronic news organizations have responded to the public's desire for specialized and personalized news by developing mechanisms that allow a small but significant minority to develop their own customized news reports.

Fully 39% of online users go online to check the weather, movie times or other local information and almost as many (38%) log on to check stock quotes or sports scores. Just under one-third (29%) regularly go to the Web to check headlines or see what's in the news.

Receiving tailor-made news online is less popular, but nonetheless significant. Almost one-in-five Internet users (18%) have news stories emailed to them and an equal number (17%) have a customized page that gives them updates on specific news topics.

More experienced Internet users are much more likely than relative newcomers to seek out specialized news online. For example, fully 43% of those who have been online for more than a year use the Internet to check for information about the weather, movies or local issues and 44% turn to the Web for stock quotes or sports scores; compared to 34% and 31%, respectively, of new users. And, while one-third of those who have been surfing the Internet for at least a year regularly go online to check out news headlines, only 24% of those with less experience do so.

	New User	Old User
<i>Do you ever?</i>	%	%
Check weather, movies, local info online	34	43
Get stock quotes/sports scores online	31	44
Check headlines online	24	34
Have stories emailed to you	12	23
Get customized updates	16	18

² Based on multiple regression analysis — see Appendix.

The Information Superhighway: “More Accurate”

Americans who visit the World Wide Web put more value on the accuracy of information on the Internet than do Americans who don't go online. Almost half (49%) of Web users say that Internet news is more accurate than news found in traditional print and broadcast outlets; only 28% of non-online users agree.

The public makes few distinctions between the information that traditional news outlets provide on- and offline. Most Americans (55%) do not think that news organizations' websites are any more or less accurate than the information available from their traditional outlets. This is even more true of Internet users, 69% of whom see no difference between the accuracy of information that a news organization makes available in different formats.

Not surprisingly, people who believe that information on the Internet is more accurate than traditional outlets are heavy consumers of online news. Almost half of these believers (47%) get news online at least once a week; less than one-third of the skeptics are weekly Internet news consumers.

Section III - 1998 Election News Online

During the 1998 campaign season, approximately 11 million Americans logged onto the Internet for news and information about the elections. This is an increase of four million people over 1996, bringing the total to 6% of the general population, up from 4% in 1996. These election news seekers are a particularly active group, using the Internet for a host of political activities beyond just information gathering.

But the news is not all good for those who see the Internet as a new forum for political information and discourse. While the number of *Americans* who went online for election news increased over the past two years, the percent of *Internet users* who logged on for information about campaigns or candidates actually fell to 15% in 1998 from 22% two years earlier. In part, this decrease may be due to the fact that 1996 was a presidential election year that attracted more national news coverage than this year's midterm elections. Nonetheless, it's striking that 85% of online users did not use the vast resources of the Internet for political news and information during campaign '98.

Little Political Activism Online (Based on Internet Users)		
	<u>1996</u>	<u>1998</u>
	%	%
Got news or information about elections	22	15
Engaged in political discussions online	11	11
Used email to send political messages	17	15
Visited issue-oriented Websites	--	28

Further, the online population has yet to embrace other forms of technology-based political expression. Just 28% of online users have visited a website that provides information about a specific issue or policy that interests them. Only 11% say they have ever engaged in online discussions about politics, unchanged from 1996. Fifteen percent have emailed groups or officials about political issues or public policy questions.

The broadening of the online audience has not increased the political relevance of the Internet. On the contrary, longtime Internet users are far more politically active than newcomers. For example, just 11% of those who came online within the last year turned to the Internet for election news, compared to 19% of longtime users; 7% of new users emailed a group or official compared to 21% of experienced users; and 7% engaged in online discussions about politics, compared to 14% of old hands.

Seeking Election News

When people did go online for election news in 1998, the big state races drew more attention than local elections. Fully 70% of those who went online for election news wanted information about senatorial or gubernatorial contests, compared to 56% who sought information on local races in their area.

Statewide Races are Biggest Draw (Based on Election News Consumers)			
	<u>Yes</u>	<u>No</u>	<u>DK</u>
<i>Did you go online for...</i>	%	%	%
Senate/Gubernatorial Races	70	28	2=100
National Politics	60	39	1=100
Congressional Race	59	40	1=100
Local Races	56	43	1=100

Election news seekers were most likely to look for news about a candidate’s voting record (30%) and much less likely to pursue information about where and when to vote (12%). Fully 26% of this group registered their opinions by participating in an electronic poll. About one-in-five people who went online for election news sent or received email supporting or opposing a candidate (22%) or provided email or home mailing information about themselves (18%). A similar proportion (20%) downloaded or copied information about the elections. This percentage is down substantially from the 56% who copied information during the 1996 campaign. Only 13% participated in online discussions about the elections. This too represents a significant decline from 1996 when nearly one-third (31%) did so.

Among online election news consumers, men were more likely than women to look for information on a candidate’s voting record (35% vs. 23%) or download material (24% vs. 13%). Women were more interactive than men in their online behavior: 27% of women sent or received email regarding a candidate, compared to 19% of men.

Where do they turn?

When people went online for news about the 1998 elections, they went to the same place most voters go — the newsstand. When asked what type of website they used most often for news about the elections, fully 50% of online election news consumers said they logged onto a national news organization’s website. Some 29% turned to local news outlets most often. Commercial services were the first choice of 26% of the online election news audience, and state and local government websites were the top choice of 20%.

Top Sites for 1998 Election News (Based on Election News Consumers)	
<i>Percent who used ...</i>	<u>%</u>
Broadcast TV networks	26
CNN/Time AllPolitics	23
MSNBC	23
National newspapers	23
Local community website	22
Candidate/campaign website	17
House/Senate/White House	13
National news magazines	13
C-SPAN’s website	12

Sites that specialize specifically in politics were less popular — only 16% said this is where they went most often. Issue-oriented websites and candidate websites were relied upon by even fewer election news consumers (14% and 7%, respectively).

Election news consumers were asked whether they had visited several specific websites to get information about the 1998 elections. The most popular sites were those of the broadcast TV networks — ABC, NBC and CBS. Fully 26% say they went onto one or more of these sites. Next in line, each with 23%, were MSNBC, CNN/Time AllPolitics and the websites of national newspapers. Twenty-two percent visited a local or community website for election news.

These various websites earned mixed ratings from election news consumers in terms of their usefulness. Overall, media sites received higher ratings than government or campaign sites.³ More than one-third (35%) of those who used these sites rated the various national media sites as very useful, 22% said the same of the political sites included in the survey.

In terms of specific ratings, the first tier included MSNBC, the sites of national newspapers, sites devoted to local community news, and CNN/Time All Politics — all rated very useful by 40% or more of election news seekers. The second tier included the broadcast TV networks and the websites of candidates and campaigns, at 25% or less.

While people went online for election information because of a sense of duty, the information often had an impact on their voting decisions. A 57% majority of those who went online for election news said they did so because they view it as a duty to be informed. Just 29% said they did so because they enjoy politics. Even so, one-in-three people who went online for election information said that what they learned on the web influenced their vote

	Very Useful	Some-what Useful	Not Useful	Don't Know
	%	%	%	%
<i>Specific Sites</i>				
MSNBC	42	55	3	0=100
National newspapers	42	54	3	1=100
Community sites	41	56	1	2=100
CNN/Time AllPolitics	40	59	1	0=100
Broadcast TV networks	25	65	9	1=100
Candidate/campaign sites	21	70	9	0=100
<i>Overall (Summary)*</i>				
National media	35	60	4	1=100
Government/Political sites	22	69	9	*=100

* See footnote 3 below.

³ *National media websites* include the following: the websites of broadcast TV networks, the websites of national newspapers, the Wall Street Journal home page, C-SPAN's website, MSNBC, Congressional Quarterly's American Voters, CNN/Time AllPolitics, the websites of national news magazines, and PBS Online. *Government/Political websites* include the websites of candidates or campaigns and the webpages of the House of Representatives, the Senate or the White House.

(34%). **Section IV - Attitudes, Beliefs and Behaviors of Internet Users**

Americans who use the Internet are substantially more informed than non-users about current events, and politically they are slightly more conservative. There also is no association between Internet use and diminished social connections.

In fact, Americans who go online are more likely than those who do not to have visited with friends or family members on a typical weekday, to say they have many people they can turn to for help when needed, and to say that most people can be trusted. These differences in some cases reflect the higher socio-economic status of Internet users as a group. But even when factors like education and income are taken into account, Internet users are no less likely than non-users to say they have many people they can turn to or that they can trust most people.

	Internet Users	Non- Users
	%	%
Visited family/friend yesterday	68	58
Called friend/relative yesterday	54	51
Can turn to many people for help	48	40
Most people can be trusted	43	31

Republican Leaning, But Social Moderates

Internet users lean to the Republican Party in greater numbers, while non-users are disproportionately Democrats. More than one-third of those who go online (34%) are Republicans compared to 25% who are Democrats. Among those who do not use the Internet, 23% are Republicans and 37% are Democrats. These partisan differences are evident even when factors like income and education are taken into account.

Internet users voted for Republican candidates in greater numbers than did non-users in the 1998 elections, and those who go online are slightly more critical of President Clinton. Non-users approved of the way Clinton was handling his job by a 64%-30% margin in a September poll, for example, while Internet users were more narrowly divided, 56%-38%.

	Internet Users	Non- Users
	%	%
<i>Party ID</i>		
Republican	34	23
Democrat	25	37
Independent	28	27
<i>1998 House Vote</i>		
Republican	36	22
Democrat	27	30
<i>Clinton Job*</i>		
Approve	56	64
Disapprove	38	30
<i>Favorable opinion of ...*</i>		
Tobacco Companies	20	28
Christian Coalition	40	50
Gay Rights Movement	41	28
Business Corporations	69	62

* These percentages based on national survey conducted September 1998.

But on some social issues, Internet users as a group are more moderate than Americans who do not go online. Internet users are significantly less favorable toward tobacco companies and the Christian Coalition, for example, and more favorable than non-users toward the gay rights movement. Users and non-users tend to distrust the federal government — more than 70% of both groups say they trust the federal government only some of the time or never.

Internet users are also substantially better informed than non-users, particularly about high-technology news topics — again, even when the higher education and income levels of Internet users are taken into account. For example, twice as many Internet users as non-users could identify Microsoft as the company involved in a federal antitrust suit (75% vs. 35%). Similarly, more Internet users than non-users knew the Republicans are the majority party in Congress (68% vs. 50%) and that “.ORG” at the end of a website address mean the site is typically sponsored by a non-profit organization (35% vs. 8%). Americans who go online also say they voted in the 1998 elections in greater numbers (61% among Internet users, compared to 51% among non-users).

The Internet’s impact on society also divides users and non-users. Fully 75% of those who go online say the Internet is a good thing because it brings together people with similar interests, while just 14% say the Internet is bad because it can bring together small groups of people with dangerous ideas. Among Americans who do not go online, just 42% say the Internet is a good thing, while 37% worry that it is bad.

Those who do not go online also express concerns that the Internet is replacing more personal communication among people. More than half of non-users (57%) say the disadvantage of online communications not being face-to-face overshadows the advantages of allowing people to meet and stay in touch. In contrast, two-thirds of Internet users (67%) say the advantages of the Internet outweigh the disadvantages.

At the same time, people who don’t go online express little concern that they are missing out on something. Just 17% of non-users say they worry a great deal or a fair amount about what they are missing by not going online — indeed, 57% say they aren’t worried at all. Younger people express slightly more concern than do older people. Some 23% of non-users under age 30 say they worry at least a fair amount about what they are missing, compared to 13% of non-users who are age 50 or older.

Section V - Attitudes Toward the Internet and Technology

Despite the dramatic growth of the Internet in recent years and the proliferation of all-news cable television outlets, network news magazine shows and other information sources, the public is *not* feeling overloaded with information these days. Fully 62% of Americans say they like having so much information to choose from, compared to only 28% who say they feel overloaded. These numbers are virtually unchanged from 1995 when 64% liked all the options and 23% felt overloaded.

Older Americans are more likely than younger ones to feel the burden of so much information. But still a plurality (48%) of those over age 65 like all the information. People with less education are also slightly more likely to feel overloaded.

Online users who frequent the World Wide Web are among the most likely to appreciate the wealth of information available these days: 74% of them like it, vs. 63% of online users who don't use the Web and only 56% of the non-online public.

Information Overload?					
(Based on General Public)					
----- Age -----					
<u>Total</u>	<u>< 30</u>	<u>30-49</u>	<u>50-64</u>	<u>65+</u>	
%	%	%	%	%	
<i>How do you feel about all the info ...</i>					
Overloaded	28	21	24	34	39
Like it	62	72	66	53	48
Other	6	4	7	7	7
Don't know	<u>4</u>	<u>3</u>	<u>3</u>	<u>6</u>	<u>6</u>
	100	100	100	100	100

For the most part, Americans *like* computers and technology: 61% say they like computers; only 6% dislike them and 26% have a mixed opinion. These views are virtually unchanged from the mid-1990s.

Again, age makes a difference in attitudes. Those under age 30 overwhelmingly like computers and technology (75%). Those between ages 30 and 50 offer a slightly more mixed view: 65% have a positive opinion of computers and technology, 29% a mixed view. Those over age 50 are less enthusiastic: 48% like computers; 26% hold a mixed view; but still only 10% say they dislike them.

Americans Like Technology				
(Based on General Public)				
	<u>Total</u>	<u>Use Computer</u>		<u>Internet Users</u>
		<u>No</u>	<u>Yes</u>	
%	%	%	%	%
<i>Computers & Technology</i>				
Like them	61	46	73	79
Dislike them	6	11	2	1
Mixed view	26	28	25	20
Don't know	<u>7</u>	<u>15</u>	<u>*</u>	<u>*</u>
	100	100	100	100

Not surprisingly, computer users and particularly online users like technology a lot — 73%

and 79%, respectively. Even a 51% majority of people who don't use the Internet say they like technology and only about one-third offer a mixed view.

Privacy Concerns

In a general sense, Americans do worry that computers and technology are being used to invade their privacy. A narrow 54% majority express at least some degree of anxiety about this — 24% worry a lot, 30% worry some. Young people show the least concern about their privacy (only 17% worry a lot), those aged 50-64 the most (32% worry a lot). Seniors fall in between (24% worry a lot).

Women are more concerned about privacy than men. Overall, 57% of women worry at least some about their privacy being invaded vs. 51% of men. The gender gap is widest between young men and young women — 41% of men under age 30 worry at least some, compared to 57% of women in this age group. The gender gap for other age groups is much less pronounced.

Online users — who are in many ways the most exposed — are among the least concerned about their privacy. Only 16% of them worry a lot compared to 29% of those who don't go online. Still half of this group expresses at least some concern that computers and technology are being used to invade their privacy.

When asked about *specific* threats to their privacy, Americans reveal less anxiety. They are modestly concerned about the security of their financial records — 42% worry at least some, 19% worry a lot. People who go online are no more concerned about this than those who don't — 41% of Internet users worry at least some, 18% worry a lot.

Privacy Not a Major Concern		
	General <u>Public</u> %	Internet <u>Users</u> %
<i>Percent who worry about...</i>		
Privacy of financial records	42	41
Computer viruses	--	42
Year 2000 problems	36	40
Privacy of medical records	28	29
Privacy of web visits	--	21
Privacy of email	--	20

The public is not overly worried about the threat of computer failures related to the Year 2000 (Y2K): 36% of the general public worries at least some about this, as do 41% of Internet users. Only 13% of each group worries a lot. Older Americans are less concerned about potential Y2K problems. People who are more knowledgeable about current events worry more than those who are less informed about the Y2K problem. Even among this well-informed group, however, only 10% worry a lot.

People worry even less about the confidentiality of their medical records. Only 28% of all Americans express at least some concern about this, as do 29% of online users.

Internet users express very little concern about intrusions into their privacy while online. Only 20% of Internet users worry that their email might be read by someone other than the party they sent it to; 42% say they do not worry about this at all. Similarly, only 21% of online users worry that someone might be able to trace what websites they have visited; 56% don't worry about this at all. Online users are much more wary about getting computer viruses when they download information. Fully 42% worry about this.

Common Frustrations

Internet users express moderate frustration with various aspects of their online experience. Six-in-ten have been frustrated trying to find something on the Internet. A similar proportion (59%) have been frustrated with the speed of their Internet connection. A 56% majority expresses frustration with the speed of their Internet searches, and 45% are frustrated by unwanted junk email.

Women express greater frustration than men with trying to find things on the Internet (65% vs. 56%). Those who go online for work only are less frustrated with this aspect of the Internet than those who go online for a mixture of work and pleasure (48% vs. 65%).

College-educated men and those making over \$75,000 a year are among those most irritated by the speed of their Internet connection. Young women express higher than average levels of frustration with the speed of their Internet searches (64% vs. 56% of all online users). This group also stands out as the most annoyed by junk email (53% vs. 45% of all online users).

In spite of these frustrations, most online users reject the notion that finding information on the Internet is so hard that it is usually not worth the time. Fully 77% *disagree* with this statement; only 21% agree. Women over age 50 who go online are the most likely to agree with the statement. However, even among this group, only 28% agree that it's hard to find things on the Internet.

Parents and Kids

Overall, parents worry more about what their children might see on television than they do about what they might see on the Internet (35% vs. 23%); 17% say they don't worry about either; 23% worry equally about both. Mothers worry about the Internet slightly more than fathers (26% vs. 20%).

Parents who are themselves online users worry more than average parents about what their kids might be exposed to online. They divide almost evenly between TV and the Internet (31%, 29%). Parents who go online from home — whose children presumably have access to the Internet — are no more concerned about what their kids might see online than are those who go online from work.

Moderate Support for Anti-Pornography Law

A 57% majority of Americans say they would favor a law making it illegal for a computer network to carry pornographic or adult material. Support for such a law is up slightly from 1995 when 52% were in favor.

Women favor anti-pornography legislation much more strongly than do men — 65% vs. 47%. There is also a sharp generation gap among men on this issue, with only 35% of men under age 30 favoring restrictions, compared to 57% of men over age 50. Women of all age groups favor the legislation.

Young Men Oppose Ban on Pornography								
	-----Men-----				-----Women-----			
	<u>All</u>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>	<u>All</u>	<u>18-29</u>	<u>30-49</u>	<u>50+</u>
	%	%	%	%	%	%	%	%
Favor	47	35	47	57	65	67	65	65
Oppose	43	56	44	32	26	28	27	24
DK/Ref.	<u>10</u>	<u>9</u>	<u>9</u>	<u>11</u>	<u>9</u>	<u>5</u>	<u>8</u>	<u>11</u>
	100	100	100	100	100	100	100	100

Internet users are less supportive than the general public of a law that would eliminate pornography from the Internet — 51% favor such a law vs. 61% of non-users. The gender gap among online users on this issue is even sharper than the gap for the general public. Fully 62% of female online users favor a law to make online pornography illegal, compared to only 40% of men. College-educated men are among the least likely to support such a law (37%).

Internet users who have children express greater support for this type of regulation than do those who do not (55% vs. 48%). World Wide Web users are less supportive than online users who don't use the Web (49% vs. 57%, respectively).

TABLES

INTERNET USE BY DEMOGRAPHICS AMONG THE GENERAL PUBLIC

	Goes Online*	Goes Online from Home (NET)	Goes Online from Work (NET)	Goes Online for News at Least Weekly	Ever Went Online for Election Info.	N
	%	%	%	%	%	
Total	41	29	14	14	6	(2000)
Sex						
Male	44	32	17	20	9	(941)
Female	38	24	12	10	3	(1059)
Race						
White	42	31	16	16	7	(1628)
Non-white	29	14	10	8	3	(332)
Black	23	11	7	4	2	(224)
Hispanic†	40	19	16	13	6	(106)
Age						
Under 30	57	38	16	21	8	(420)
30-49	49	34	21	18	8	(813)
50-64	32	22	12	10	4	(402)
65+	9	7	1	4	2	(310)
Sex by Age						
Men Under 30	55	39	14	25	10	(222)
Women Under 30	58	37	16	17	6	(198)
Men 30-49	49	38	22	23	11	(403)
Women 30-49	49	32	19	12	4	(410)
Men 50+	27	19	10	9	4	(289)
Women 50+	18	12	6	6	2	(423)
Education						
College Grad.	72	54	33	29	12	(577)
Some College	54	37	18	21	9	(506)
High School Grad.	28	19	7	8	2	(685)
<H.S. Grad	10	4	2	2	0	(199)
Family Income						
\$75,000+	78	64	31	28	12	(241)
\$50,000-\$74,999	58	42	23	24	13	(269)
\$30,000-\$49,999	43	30	18	18	7	(431)
\$20,000-\$29,999	34	21	11	12	6	(275)
<\$20,000	21	10	4	7	2	(327)

Reading this Table: This table shows the percentage of each demographic group that goes online, goes online from home, etc. For example, the first column shows that 44% of all men go online, while 38% of all women go online.

***Note:** The figures for percentage of Americans who go online (41%), and for all other Internet-related activities, are based on the average across four national surveys conducted in late 1998 (see Questionnaire, Q.3).

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

Continued ...

	<u>Goes Online</u> %	<u>Goes Online from Home</u> <u>(NET)</u> %	<u>Goes Online from Work</u> <u>(NET)</u> %	<u>Goes Online for News</u> <u>at Least Weekly</u> %	<u>Ever Went Online for Election Info.</u> %	<u>N</u>
<i>Total</i>	41	29	14	14	6	(2000)
<i>Region</i>						
East	43	30	12	13	7	(392)
Midwest	37	25	13	14	6	(485)
South	38	25	13	13	4	(704)
West	48	34	20	20	9	(419)
<i>Community Size</i>						
Large City	42	28	16	16	6	(451)
Suburb	57	40	22	23	10	(431)
Small City/Town	37	27	12	13	6	(701)
Rural Area	33	23	10	10	3	(354)
<i>Party ID</i>						
Republican	51	39	19	22	10	(549)
Democrat	31	21	10	10	4	(629)
Independent	42	28	17	14	3	(538)
<i>Homeownership</i>						
Yes	40	30	14	16	6	(1301)
No	42	25	16	14	7	(632)
<i>Marital Status</i>						
Unmarried	38	22	14	14	7	(883)
Married	43	33	14	16	6	(1082)
Married w/children	50	39	16	18	6	(500)
Married w/out children	35	28	13	12	6	(581)
<i>Follow Gov't & Public Affairs</i>						
Most/Some of the time	45	32	17	18	8	(1496)
Now and then/Hardly at all	29	19	9	6	1	(494)

ONLINE ACTIVITIES BY DEMOGRAPHICS AMONG THE GENERAL PUBLIC

	<u>New Internet User (1 yr. or <)</u>	<u>Experienced User (> 1 yr.)</u>	<u>Goes Online Everyday</u>	<u>Daily e-mail User</u>	<u>Ever Purchased Product Online</u>
	%	%	%	%	%
Total	19	21	12	13	12
Sex					
Male	19	23	14	13	16
Female	19	18	10	13	9
Race					
White	20	22	13	14	13
Non-white	16	13	8	9	8
Black	16	8	4	6	6
Hispanic*	18	20	9	14	8
Age					
Under 30	24	32	17	19	13
30-49	24	23	14	17	16
50-64	14	16	12	10	12
65+	3	4	4	2	2
Sex by Age					
Men Under 30	25	29	18	16	17
Women Under 30	22	34	14	23	10
Men 30-49	21	27	16	16	19
Women 30-49	28	21	13	18	13
Men 50+	11	14	10	8	11
Women 50+	8	8	7	6	6
Education					
College Grad.	24	47	25	28	29
Some College	25	28	18	19	16
High School Grad.	17	9	7	7	6
<H.S. Grad	8	2	3	2	0
Family Income					
\$75,000+	29	47	29	31	35
\$50,000-\$74,999	29	28	20	24	16
\$30,000-\$49,999	19	23	12	13	13
\$20,000-\$29,999	17	17	10	9	8
<\$20,000	11	9	6	6	3

Reading this Table: This table shows the percentage of each demographic group that are new Internet users, experienced Internet users, etc. For example, the first column shows that 19% of all men are new users, and 19% of all women are new users.

Note: The figures for percentage of Americans who go online (41%), and for all other Internet-related activities, are based on the average across four national surveys conducted in late 1998 (see Questionnaire, Q.3).

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

Continued ...

	<u>New Internet User (1 yr. or <)</u>	<u>Experienced User (> 1 yr.)</u>	<u>Goes Online Everyday</u>	<u>Daily e-mail User</u>	<u>Ever Purchased Product Online</u>
	%	%	%	%	%
<i>Total</i>	19	21	12	13	12
<i>Region</i>					
East	20	21	10	11	11
Midwest	16	20	11	11	11
South	20	18	13	13	11
West	20	27	16	18	18
<i>Community Size</i>					
Large City	20	21	12	17	13
Suburb	23	31	18	17	19
Small City/Town	17	19	12	13	11
Rural Area	18	13	7	7	7
<i>Party ID</i>					
Republican	22	28	17	19	18
Democrat	14	14	8	9	9
Independent	18	22	14	14	13
<i>Homeownership</i>					
Yes	19	20	12	12	13
No	19	22	12	14	12
<i>Marital Status</i>					
Unmarried	17	20	11	12	10
Married	21	21	14	14	14
Married w/children	25	24	14	16	16
Married w/out children	17	18	13	12	13
<i>Follow Gov't & Public Affairs</i>					
Most/Some of the time	20	24	14	16	14
Now and then/Hardly at all	16	12	8	8	7

COMPUTER USE BY DEMOGRAPHICS AMONG THE GENERAL PUBLIC

	<u>Have PC in Home</u>	<u>Used Home PC Yesterday</u>
	%	%
<i>Total</i>	43	19
<i>Sex</i>		
Male	48	21
Female	39	17
<i>Race</i>		
White	46	20
Non-white	28	12
Black	23	10
Hispanic*	38	19
<i>Age</i>		
Under 30	54	25
30-49	51	23
50-64	38	13
65+	15	8
<i>Sex by Age</i>		
Men Under 30	57	26
Women Under 30	49	25
Men 30-49	52	22
Women 30-49	50	23
Men 50+	33	15
Women 50+	24	8
<i>Education</i>		
College Grad.	70	34
Some College	54	23
High School Grad.	33	14
<H.S. Grad	16	6
<i>Family Income</i>		
\$75,000+	80	37
\$50,000-\$74,999	63	31
\$30,000-\$49,999	47	20
\$20,000-\$29,999	35	16
<\$20,000	19	10

Reading this Table: This table shows the percentage of each demographic group that has a personal computer in their home and used a personal computer at home “yesterday”. For example, the first column shows that 48% of all men have a personal computer in their home, while 39% of all women have a PC in their home.

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

Continued ...

Have PC in Home Used Home PC Yesterday

<i>Total</i>	%	%
	43	19
<i>Region</i>		
East	42	20
Midwest	42	19
South	40	16
West	49	23
<i>Community Size</i>		
Large City	44	19
Suburb	55	25
Small City/Town	38	18
Rural Area	40	16
<i>Party ID</i>		
Republican	56	26
Democrat	33	13
Independent	44	20
<i>Homeownership</i>		
Yes	46	20
No	39	18
<i>Marital Status</i>		
Unmarried	34	16
Married	51	22
Married w/children	60	26
Married w/out children	42	18
<i>Follow Gov't & Public Affairs</i>		
Most/Some of the time	47	20
Now and then/Hardly at all	33	15

POLITICAL ATTITUDES OF INTERNET USERS
(Group Profile)

	<u>All Americans</u> %	<u>Non-Internet Users</u> %	<u>Internet Users</u> %
<i>Party ID</i>			
Republican	27	23	34
Democrat	33	37	25
Independent	27	27	28
<i>1998 Congressional Vote</i>			
Republican	28	22	36
Democrat	29	30	27
<i>1996 Presidential Vote</i>			
Clinton	32	32	30
Dole	17	14	21
Perot	4	3	7
<i>Trust the government</i>			
Always/Most of the time	26	25	28
Sometimes/Never	72	72	71
<i>Clinton Job*</i>			
Approve	61	64	56
Disapprove	34	30	38
<i>GOP Leaders*</i>			
Approve	44	41	48
Disapprove	38	38	36
<i>Opinion of... Bill Clinton*</i>			
Favorable	57	60	53
Unfavorable	41	38	45
<i>Republican Party*</i>			
Favorable	56	54	59
Unfavorable	36	36	36
<i>Democratic Party*</i>			
Favorable	60	62	57
Unfavorable	33	30	38

Reading this Table: This table shows the percentage of each of these three groups — all Americans, non-Internet users, and Internet users — that are Republicans, Democrats, Independents, etc. For example, the first column shows that approximately 27% of all Americans identify themselves as Republicans, while the second column shows that roughly 23% of non-Internet users identify themselves as Republicans.

* Figures from national survey conducted September 1998.

Continued....

	<u>All Americans</u> %	<u>Non-Internet Users</u> %	<u>Internet Users</u> %
<i>Opinion of...</i>			
<i>National Rifle Association*</i>			
Favorable	48	50	45
Unfavorable	40	35	49
<i>Tobacco Companies*</i>			
Favorable	25	28	20
Unfavorable	69	64	77
<i>Christian Coalition*</i>			
Favorable	46	50	40
Unfavorable	32	24	44
<i>Gay Rights*</i>			
Favorable	34	28	41
Unfavorable	52	56	47
<i>Business Corporations*</i>			
Favorable	65	62	69
Unfavorable	25	25	26

* Figures from national survey conducted September 1998.

PROFILE OF ONLINE NEWS USERS

	<u>Goes Online</u> %	<u>Goes Online to Get News at Least Weekly</u> %	<u>Went Online for 1998 Election News</u> %
Sex			
Male	52	64	61
Female	48	36	39
Race			
White	88	87	90
Non-white	10	11	9
Black	6	6	5
Hispanic*	5	5	6
Race and Sex			
White Men	45	56	54
White Women	43	31	36
Age			
Under 30	30	26	24
30-49	50	51	54
50-64	15	17	16
65+	4	4	4
Sex and Age			
Men 18-29	16	18	16
Women 18-29	14	8	8
Men 30-49	25	34	35
Women 30-49	25	17	19
Men 50+	9	11	10
Women 50+	9	10	10
Education			
College Grad.	39	43	48
Some College	31	32	33
High School Grad.	25	21	15
<H.S. Grad.	4	3	3
Sex and Education			
College Grad Men	21	29	32
College Grad Women	18	14	16
Non-College Men	30	34	29
Non-College Women	30	22	23

Reading this Table: This table shows the percentage of each of these three groups — Internet users, Internet news consumers, and Internet *election* news consumers — that are male, female, white, non-white, etc. For example, the first column shows that 52% of all Internet users are men, while 48 percent are women; the second column shows that 64% of those who go online for news at least weekly are men, while 36% are women.

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

Continued ...

	<u>Goes Online</u>	<u>Goes Online to Get News at Least Weekly</u>	<u>Went Online for 1998 Election News</u>
	%	%	%
<i>Family Income</i>			
\$75,000+	20	23	23
\$50,000-\$74,999	18	21	24
\$30,000-\$49,999	23	24	26
\$20,000-\$29,999	12	10	9
<\$20,000	10	7	6
<i>Region</i>			
East	21	20	21
Midwest	22	22	22
South	33	33	30
West	24	25	27
<i>Community Size</i>			
Large City	22	23	26
Suburb	28	32	32
Small City/Town	33	30	29
Rural Area	15	13	13
<i>Party ID</i>			
Republican	34	33	40
Democrat	25	27	28
Independent	28	29	21

WEBSITES USED FOR GETTING NEWS

(Based on All Internet Users)

	Broadcast		Local	National	CNN/Time	National	Wall	PBS
	<u>TV</u>	<u>MSNBC</u>	<u>Community</u>	<u>Newspapers</u>	<u>AllPolitics</u>	<u>Magazines</u>	<u>Street Journal</u>	<u>Online</u>
	%	%	%	%	%	%	%	%
Total	22	18	16	16	13	13	9	9
Sex								
Male	24	22	18	21	17	16	14	12
Female	19	14	14	10	9	9	5	6
Race								
White	23	19	17	16	13	13	9	9
Non-white	20	17	15	15	15	14	12	10
Race and Sex								
White Men	26	23	19	22	17	16	14	12
White Women	19	14	14	10	9	9	5	6
Age								
Under 30	23	19	16	16	14	14	8	7
30-49	22	19	18	16	13	13	9	10
50+	20	17	14	15	14	12	13	9
Education								
College Grad.	24	21	17	22	18	14	13	12
Some College	25	20	18	15	14	16	10	9
H.S. Grad. & Less	16	13	14	10	7	9	5	6
Family Income								
\$75,000+	24	23	17	20	16	16	14	8
\$50,000-\$74,999	25	18	17	18	17	15	10	11
\$30,000-\$49,999	25	19	21	16	12	15	9	10
<\$30,000	20	17	12	14	10	9	8	9
Region								
East	24	18	15	17	13	11	10	11
Midwest	20	16	15	13	12	14	9	9
South	22	19	17	16	15	13	9	7
West	22	19	18	17	13	13	11	10

Reading this Table: This table shows the percentage of Internet users within each demographic group that gets news and information from the websites of national broadcast television networks, the website of MSNBC, etc. For example, the first column shows that 24% of all male Internet users use television network websites to get news, while 19% of all female Internet users use television network websites to get news.

Continued ...

	Broadcast		Local	National	CNN/Time	National	Wall	PBS
	<u>TV</u>	<u>MSNBC</u>	<u>Community</u>	<u>Newspapers</u>	<u>All Politics</u>	<u>News</u>	<u>Street</u>	<u>Online</u>
	%	%	%	%	%	%	%	%
<i>Total</i>	22	18	16	16	13	13	9	9
<i>Community Size</i>								
Large City	22	20	15	16	13	12	10	8
Suburb	24	19	17	18	15	14	12	10
Small City/Town	22	19	17	16	12	13	9	10
Rural Area	17	15	15	13	13	13	7	8
<i>Party ID</i>								
Republican	22	21	17	17	14	13	12	8
Democrat	23	17	16	16	12	14	8	10
Independent	23	19	16	16	15	14	9	10
<i>1998 Congressional Vote*</i>								
Republican	23	22	21	18	14	13	14	11
Democrat	25	21	20	17	17	14	9	12
<i>1996 Presidential Vote</i>								
Clinton	24	20	18	16	14	14	9	10
Dole	24	23	19	19	16	15	14	10

* Based on Registered Voters.

SURVEY METHODOLOGY

ABOUT THIS SURVEY

Results for this survey report are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 3,184 adults, 18 years of age or older, during the period October 26 to December 1, 1998. The technology survey included interviews with a national sample of all adults, and an additional oversample of 1,184 adults who use the Internet. Several results were also drawn from a survey of a nationwide sample of 1,201 adults conducted December 9-13, 1998.

For technology survey results based on the general public (all adults [N = 2,000]), one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on Internet users only [N = 1,993], the sampling error is plus or minus 3 percentage points. For results based on subsamples of the general public, Form 1 [N = 995] or Form 2 [N = 1,005], or for results based on subsamples of Internet users, Form 1 [N = 977] or Form 2 [N = 1016] the sampling error is plus or minus 3.5 percentage points. For results based on Internet users who go online for news [N = 1,390], the sampling error is plus or minus 3 percentage points. For results based on Internet users who go online to get *election* news [N = 315], the sampling error is plus or minus 6 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

SURVEY METHODOLOGY IN DETAIL

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). The design of the sample ensures 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.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

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. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample. At least five 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 potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

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 vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

Weighting for the general public sample

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1996). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which were then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

Weighting for the Internet users sample

The demographic weighting parameters for the sample of Internet users were derived by averaging the estimates of the demographic distribution of Internet users across four weighted national samples of all adults. Those samples came from the general public component of this survey, and from three other national surveys conducted in August and September. This analysis produced estimates of population parameters for the demographic characteristics of adult Internet users, 18 or older, which were then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

APPENDIX

As noted throughout the report, the population of Internet users is comprised of disproportionately more men than women, and Internet users as a group are younger, better educated, and more affluent than Americans who do not use the Internet. In some cases, it is possible that observed attitudinal or behavioral differences between Internet users and non-users may be attributable to these demographic differences between the two groups rather than to their use of the Internet. When significant differences between Internet users and non-users are noted in this report, even after demographic differences between the two groups are taken into account, these results are based on analyses using ordinary least squares (OLS) regression and logistic regression. These statistical analyses provide a test of whether there are significant differences between Internet users and non-users after accounting for these known demographic differences between the two groups.

The tables below present the results of the regression analyses cited in the report, referencing the dependent variable for each equation. Several independent variables were included in the equations: a dichotomous sex variable (coded 1 for women and 0 for men), an age variable (equal to the age in years of the respondent), and an education variable (ranging from 1 for those with no high school education to 7 for those with post-graduate training). Several equations also included an income variable (ranging from 1 for those with household incomes under \$10,000 to 8 for those with household incomes of \$100,000 or more). Finally, the equations also included a dichotomous variable measuring whether or not a respondent uses the Internet (Q.3, coded 1 for those who go online and 0 for those who do not). One equation includes instead a measure of how often respondents go online for *news* (Q.58, ranging from 0 for never to 5 for every day).

1. Social connections (showing Internet users are not statistically any *less* likely than non-users to be socially engaged, based on several measures of social connections).

--- Dependent Variable (OLS regression) ---
Can Turn to Many People for Help (Q.19)

<i>Independent Variables</i>	Unstandardized		Standardized		Significance Level
	<u>Coefficient</u>	<u>S.E.</u>	<u>Coefficient</u>		
Goes Online	.06	.04	.04		.17
Sex	.17	.04	.11		.00
Education	.03	.01	.06		.06
Age	-.00	.00	-.05		.06
Income	.05	.01	.12		.00
(Constant)	2.9	.08			

(N= 1526)

--- Dependent Variable (logistic regression) ---
Most People Can Be Trusted (Q.20)

<i>Independent Variables</i>			Significance	
	<u>Coefficient</u>	<u>S.E.</u>	<u>Level</u>	
Goes Online	.19	.13	.13	
Sex	.01	.11	.96	
Education	.16	.04	.00	
Age	.01	.00	.00	
Income	.13	.03	.00	
(Constant)	-2.3	.25		

(N=1526)

--- Dependent Variable (logistic regression) ---
Visited with Family or Friends “Yesterday” (Q.8a)
 Significance

<i>Independent Variables</i>	<u>Coefficient</u>	<u>S.E.</u>	<u>Level</u>
Goes Online	.27	.13	.03
Sex	.27	.11	.01
Education	-.04	.04	.32
Age	-.01	.00	.00
Income	-.00	.03	.95
(Constant)	1.0	.23	

(N=1526)

--- Dependent Variable (logistic regression) ---
Called a Friend or Relative to Talk “Yesterday” (Q.8b)
 Significance

<i>Independent Variables</i>	<u>Coefficient</u>	<u>S.E.</u>	<u>Level</u>
Goes Online	-.01	.12	.93
Sex	.79	.11	.00
Education	-.01	.04	.89
Age	-.01	.00	.00
Income	-.04	.03	.16
(Constant)	.42	.23	

(N=1526)

2. Political attitudes (showing Internet users are significantly more likely than non-users to identify as Republicans).

--- Dependent Variable (OLS regression) ---

Party Identification

<i>Independent Variables</i>	Unstandardized <u>Coefficient</u>	<u>S.E.</u>	Standardized <u>Coefficient</u>	Significance <u>Level</u>
Goes Online	-.09	.05	-.06	.04
Sex	.03	.04	.02	.45
Education	-.03	.01	-.05	.07
Age	.00	.00	.03	.22
Income	-.06	.01	-.15	.00
(Constant)	2.4	.09		

(N=1503)

3. Knowledge of current events (showing Internet users are significantly more likely than non-users to provide a correct response on these information questions).

--- Dependent Variable (logistic regression) ---
Microsoft involved in federal anti-trust dispute (Q.15)
 Significance

<i>Independent Variables</i>	<u>Coefficient</u>	<u>S.E.</u>	<u>Level</u>
Goes Online	1.2	.14	.00
Sex	-.58	.12	.00
Education	.40	.04	.00
Age	.01	.00	.00
Income	.17	.03	.00
(Constant)	-3.0	.27	

(N=1526)

--- Dependent Variable (logistic regression) ---

Meaning of website that ends “.org” (Q.16)

<i>Independent Variables</i>	Significance		
	<u>Coefficient</u>	<u>S.E.</u>	<u>Level</u>
Goes Online	1.2	.16	.00
Sex	-.16	.14	.24
Education	.48	.06	.00
Age	-.01	.01	.01
Income	.02	.04	.61
(Constant)	-3.7	.34	

(N=1526)

--- Dependent Variable (logistic regression)---

Which party has majority in U.S. House? (Q.17)

<i>Independent Variables</i>	Significance		
	<u>Coefficient</u>	<u>S.E.</u>	<u>Level</u>
Goes Online	.48	.13	.00
Sex	-.53	.12	.00
Education	.33	.04	.00
Age	.03	.00	.00
Income	.12	.03	.00
(Constant)	-2.8	.26	

(N=1526)

4. TV news use among Americans who follow politics closely (showing that among people who follow government and public affairs most of the time (Q.10), those who frequently go online for news watched slightly less television news “yesterday” than those who do not go online for news).

--- Dependent Variable (OLS regression) ---

Amount of time spent watching TV news “yesterday” (Q.6, Q.6a)

<i>Independent Variables</i>	Unstandardized		Standardized		Significance
	<u>Coefficient</u>	<u>S.E.</u>	<u>Coefficient</u>	<u>Level</u>	
Frequency of Online News	-.07	.04	-.07	.06	
Sex	.12	.11	.04	.25	
Education	.02	.03	.02	.61	
Age	.01	.00	.13	.00	
(Constant)	1.8	.24			

Note: equation is based on those who follow government and public affairs “most of the time” (N=922).

THE QUESTIONNAIRE

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
1998 TECHNOLOGY SURVEY
-- FINAL TOPLINE --
October 26 - December 1, 1998
N = 2,000 general public
N = 1,993 online users

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home. **[IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?]**

The first question is...

Q.1 All in all, would you say that you are satisfied or dissatisfied with the way things are going in this country today?

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>No Opinion</u>
November, 1998	46	44	10=100
Early September, 1998	54	42	4=100
Late August, 1998	55	41	4=100
Early August, 1998	50	44	6=100
February, 1998	59	37	4=100
January, 1998	46	50	4=100
September, 1997	45	49	6=100
August, 1997	49	46	5=100
January, 1997	38	58	4=100
July, 1996	29	67	4=100
March, 1996	28	70	2=100
October, 1995	23	73	4=100
June, 1995	25	73	2=100
April, 1995	23	74	3=100
July, 1994	24	73	3=100
March, 1994	24	71	5=100
October, 1993	22	73	5=100
September, 1993	20	75	4=100
May, 1993	22	71	7=100
January, 1993	39	50	11=100
January, 1992	28	68	4=100
November, 1991	34	61	5=100
<i>Late February, 1991 (Gallup)</i>	<i>66</i>	<i>31</i>	<i>3=100</i>
August, 1990	47	48	5=100
May, 1990	41	54	5=100
January, 1989	45	50	5=100
September, 1988	50	45	5=100
May, 1988	41	54	5=100
January, 1988	39	55	6=100

Q.2 Do you, yourself, ever use a computer at home, at work, or at school? **PROBE:** Is that at home, work or school?

57	Yes
43	No
*	Don't know/Refused
<u>100</u>	

Q.3 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

BASED ON TOTAL RESPONDENTS:

<i>Four Survey</i>	Dec	Tech.	Sept	Aug	Nov	July	June
<u>Average</u>	<u>1998⁴</u>	<u>Survey</u>	<u>1998</u>	<u>1998</u>	<u>1997</u>	<u>1996</u>	<u>1995⁵</u>
41 Goes online	42	37	42	43	36	23	14
59 Does not go online	58	63	58	57	63	77	86
* Don't know/Refused	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>0</u>	<u>*</u>
100	100	100	100	100	100	100	100

Q.4 Do you happen to read any daily newspaper or newspapers regularly, or not?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
November, 1998	70	30	0=100
April, 1998	68	32	*=100
April, 1996	71	28	1=100
June, 1995	69	34	*=100
March, 1995	71	29	*=100
October, 1994	73	27	*=100
July, 1994	74	26	*=100
February, 1994	70	30	0=100
January, 1994	71	29	*=100
June, 1992	75	25	*=100
July, 1991	73	27	*=100
May, 1991	70	30	*=100
January, 1991	72	27	1=100
November, 1990	74	26	0=100
October, 1990	72	28	0=100
July, 1990	71	29	0=100
May, 1990	71	29	0=100

⁴ December figures based on a national sample of 1201 adults conducted December 9-13, 1998, subsequent to the main Technology Survey.

⁵ The 1995 figure combines responses from two separate questions:
 (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?)
 (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

I'd like to ask you a few questions about how you spent your day yesterday...

INTERVIEWER NOTE: FOR QUESTIONS 5 thru 8 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.5 Did you get a chance to read a daily newspaper yesterday, or not?

IF RESPONDENT ANSWERED '1' YES, READ NEWSPAPER IN Q.5 ASK:

Q.5a About how much time did you spend reading a daily newspaper yesterday? (**DO NOT READ**)

		April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	Gallup 1965
47	Read the paper	48	50	50	52	45	58	49	56	71
	8 Less than 15 min.	8	8	7	7	9	7	7	n/a	n/a
	11 15-29 min.	14	14	15	15	14	15	15	n/a	n/a
	16 30-59 min.	17	17	18	18	16	21	17	n/a	n/a
	11 1 hour or more	9	10	10	11	6	14	10	n/a	n/a
	1 Don't know	*	1	*	1	0	1	*	n/a	n/a
53	Didn't read paper	52	50	50	48	55	42	50	44	29
*	Don't know	*	0	*	*	*	0	1	*	0
100		100	100	100	100	100	100	100	100	100

ASK ALL:

Q.6 Did you watch the news or a news program on television yesterday, or not?

IF RESPONDENT ANSWERED '1' YES, WATCHED IN Q.6 ASK:

Q.6a About how much time did you spend watching the news or any news programs on TV yesterday?

		April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	Gallup 1965
65	Watched TV News	59	68	59	64	61	74	72	68	55
	5 Less than 15 min.	3	4	3	3	4	3	3	n/a	n/a
	8 15-29 min.	7	11	6	8	9	8	8	n/a	n/a
	21 30-59 min.	21	23	21	24	21	25	25	n/a	n/a
	30 1 hour or more	28	30	29	28	27	37	36	n/a	n/a
	1 Don't know	*	*	*	1	*	1	*	n/a	n/a
35	Did not watch	41	31	40	35	38	26	27	32	45
*	Don't know	*	1	1	1	1	0	1	*	0
100		100	100	100	100	100	100	100	100	100

Q.6b Apart from news, did you watch anything else on television yesterday, or not?

IF "YES" (1) IN Q.6b, ASK:

Q.6c About how much time did you spend watching TV yesterday, not including the news?

BASED ON THOSE WHO WATCHED TV NEWS: [N=1320]

71	Yes
2	A half hour or less
5	Thirty minutes or less than one hour
64	About an hour or more
*	Don't know/Refused
28	Did not watch
<u>1</u>	Don't know
100	

ASK ALL:

Q.7 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?

		April 1998	Nov 1997	April 1996	June 1995	March 1995	Feb 1994	Jan 1994	March 1991	<i>Gallup</i> 1965
41	Yes, listened	49	44	44	42	47	47	47	44	58
13	Less than 15 min.	16	12	12	13	16	14	15	n/a	n/a
8	15-29 min.	9	9	11	9	12	11	10	n/a	n/a
8	30-59 min.	10	9	10	9	9	9	10	n/a	n/a
12	1 hour or more	14	14	11	11	10	13	12	n/a	n/a
57	Didn't Listen	51	55	55	56	52	52	52	56	42
<u>2</u>	Don't know	*	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	*	<u>0</u>
100		100	100	100	100	100	100	100	100	100

Q.8 And yesterday, did you...

	<u>Yes</u>	<u>No</u>	<u>DK/NA</u>
a. Visit with family or friends	62	38	*=100
June, 1997	74	26	*=100
June, 1995	69	31	*=100
February, 1994	57	43	*=100
b. Call a friend or relative just to talk	52	48	*=100
April, 1998	67	33	*=100
June, 1997	65	35	*=100
June, 1995	56	44	*=100
February, 1994	63	37	*=100

ASK ONLY OF THOSE WHO DON'T GO ONLINE (ANSWERED "NO" OR "DON'T KNOW" IN Q.3):

Now, on a different subject...

Q.8a Earlier you said you don't go online to access the Internet or send and receive email. How much, if at all, do you worry you're missing out on something? (**READ CATEGORIES**)

7	A great deal
10	A fair amount
22	Not very much
57	Not at all
<u>4</u>	Don't know/Refused
100	
(N=1191)	

IF NO HOME PC SKIP TO Q. 10; IF HAS A HOME COMPUTER (ANSWERED "YES, AT HOME ONLY" OR "YES, AT HOME AND WORK/SCHOOL" IN Q.2) ASK:

Q.9 Did you happen to use a personal computer AT HOME yesterday?

IF ANSWERED '1' YES IN Q.9, ASK:

Q.9a About how much time did you spend using a personal computer at home yesterday?

		June <u>1995⁶</u>	Feb <u>1994</u>
19	Yes	14	14
4	A half hour or less	3	-
3	30 minutes to less than one hour	3	-
5	About an hour	3	-
2	More than one but less than two hours	1	-
2	Two to less than three hours	2	-
2	Three to less than four hours	1	-
1	Four or more hours	1	-
*	Don't know/Refused	0	-
81	No/Don't have home PC	86	86
<u>*</u>	Don't know/Refused	<u>0</u>	<u>0</u>
100		100	100

⁶

In previous years, this question was asked of all respondents.

ASK ALL:

On another subject...

Q.10 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 most of the time, some of the time, only now and then, or hardly at all?

	<u>Most of The Time</u>	<u>Some of the Time</u>	<u>Only Now and Then</u>	<u>Hardly at All</u>	<u>Don't know/ Refused</u>
November, 1998	46	27	14	13	*=100
Early September, 1998	45	34	15	6	*=100
June, 1998	36	34	21	9	*=100
November, 1997	41	36	16	7	*=100
November, 1996 ⁷	52	32	12	4	*=100
October, 1996	43	37	13	6	1=100
June, 1996	41	34	17	8	*=100
October, 1995	46	35	14	5	*=100
April, 1995	43	35	16	6	*=100
November, 1994	49	30	13	7	1=100
October, 1994	45	35	14	6	*=100
July, 1994	46	33	15	6	*=100
May, 1990	39	34	18	9	*=100
February, 1989	47	34	14	4	1=100
October, 1988	52	33	11	4	*=100
September, 1988	58	32	8	2	*=100
May, 1988	37	37	17	6	3=100
January, 1988	37	35	18	8	2=100
November, 1987	49	32	14	4	1=100
May, 1987	41	35	15	7	2=100
July, 1985	36	33	18	12	1=100

7

November and October 1996 trend based on registered voters.

**NOTE: Q.11 thru Q.11d ARE TIME SPECIFIC:
BEFORE THE ELECTION (NOVEMBER 3) ASK:**

Now I'd like to ask you some questions about the upcoming elections.

Q.11 Suppose the 1998 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.11a As of TODAY, do you LEAN more to the Republican or the Democrat?

BASED ON REGISTERED VOTERS: [N=472]

	Republican/ <u>Lean Rep.</u>	Democrat/ <u>Lean Dem.</u>	Other/ <u>Undecided</u>
November, 1998	42	48	10=100
Late October, 1998	40	47	13=100
Early October, 1998	43	44	13=100
Early September, 1998	45	46	9=100
Late August, 1998	44	45	11=100
Early August, 1998	42	49	9=100
June, 1998	44	46	10=100
March, 1998	40	52	8=100
February, 1998	41	50	9=100
January, 1998	41	51	8=100
August, 1997	45	48	7=100
Early November, 1996 ⁸	44	48	8=100
October, 1996	42	49	9=100
Late September, 1996	43	49	8=100
Early September, 1996	43	51	6=100
July, 1996	46	47	7=100
June, 1996	44	50	6=100
March, 1996	44	49	7=100
January, 1996	46	47	7=100
October, 1995	48	48	4=100
August, 1995	50	43	7=100
November, 1994	45	43	12=100
October, 1994	47	44	9=100
Early October, 1994	52	40	8=100
September, 1994	48	46	6=100
July, 1994	45	47	8=100

ASK Q.11b thru Q.11d BEGINNING NOVEMBER 3.

Q.11b A lot of people have been telling us they didn't get a chance to vote in the election (this week/this month). How about you — did things come up that kept you from voting, or did you happen to vote?

BASED ON REGISTERED VOTERS [N=1040]

	Nov <u>1998</u>	Nov <u>1990</u>
72 Yes, voted	85	82
<u>28</u> No, did not vote	<u>15</u>	<u>18</u>
100	100	100

⁸ Early November 1996 trend based on likely voters.

IF "VOTED" (ANSWERED "YES, VOTED" IN Q.11b), ASK:

Q.11c In this most recent election, did you vote for a Republican candidate or a Democratic candidate for U.S. Congress in your district?

BASED ON VOTERS [N=782]

		<u>Nov 1998</u>	<u>Nov 1996⁹</u>	<u>Nov 1990</u>
38	Republican	41	50	39
40	Democrat	43	41	47
8	Other/Independent Candidate	5	2	3
1	Didn't vote for Congress (VOL)	2	1	2
<u>13</u>	Don't know/Refused	<u>9</u>	<u>6</u>	<u>9</u>
100		100	100	100

ASK ALL:

Q.12 Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

		<u>April</u> <u>1998</u>	<u>June</u> <u>1995</u>
28	Overloaded	28	23
62	Like it	67	64
6	Other (VOL)	2	11
<u>4</u>	Don't know/Refused	<u>3</u>	<u>2</u>
100		100	100

Q.13 How do you feel about computers and technology ... do you like them, dislike them, or do you have mixed feelings about them?

		<u>June</u> <u>1995</u>	<u>Feb</u> <u>1994</u>
61	Like	64	65
6	Dislike	4	5
26	Mixed	24	25
<u>7</u>	Don't know/Refused	<u>8</u>	<u>5</u>
100		100	100

Q.14 How much do you worry that computers and technology are being used to invade your privacy?

		<u>June</u> <u>1995</u>	<u>Feb</u> <u>1994</u>
24	A lot	20	25
30	Some	30	30
19	Not much	19	18
24	Not at all	27	24
<u>3</u>	Don't know/Refused	<u>4</u>	<u>3</u>
100		100	100

⁹

Questions was worded as "Now thinking about your vote for Congress... Did you happen to vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?"

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.15 Do you happen to know which computer software company is involved in an anti-trust dispute with the Justice Department?

50 Microsoft
 5 Other answer
45 Don't know/Refused
 100

Q.16 Do you happen to know what it usually means when a website address ends with the letters "O R G"?)

18 Website is for a non-profit organization/not-for profit affiliation
 7 Other answer
75 Don't know/Refused
 100

Q.17 Do you happen to know which political party has a majority in the U.S. House of Representatives?

		June <u>1997</u>	April <u>1996</u>	June <u>1995</u>
56	Republican	50	70	73
11	Democratic	6	8	5
<u>33</u>	Don't know/Refused	<u>44</u>	<u>22</u>	<u>22</u>
100		100	100	100

Q.18 Can you name any of the countries that recently exploded nuclear weapons? **(IF RESPONDENT NAMES ONE, PROBE ONCE:)** Can you name any others?

43 At least one correct
 21 Both correct
 16 India only
 6 Pakistan only
 17 Other country
40 Don't know/Refused
 100

NOW ON A TOTALLY DIFFERENT SUBJECT...

THINKING ABOUT YOUR PERSONAL LIFE...

Q.19 When you need help, would you say that you can turn to many people for support, just a few people, or hardly any people at all?

		June <u>1997</u>	Feb <u>1997</u>
43	Many people	41	39
41	Just a few people	45	51
14	Hardly any people at all	12	8
1	No one/None (VOL)	1	1
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.20 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

		June <u>1997</u>	Feb <u>1997</u>
36	Most people can be trusted	42	45
57	Can't be too careful	54	52
6	Other/Depends (VOL)	3	2
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.21 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?

	Just About <u>Always</u>	Most Of the <u>Time</u>	Only <u>Some</u>	<u>Never</u>	<u>DK</u>
November, 1998	4	22	61	11	2=100
February, 1998	5	29	61	4	1=100
November, 1997	2	36	60	2	*=100
<i>NES</i> ¹⁰ , 1996	2	25	70	2	1=100
1994	2	19	74	3	2=100
1992	3	26	68	2	1=100
1990	3	25	69	2	1=100
1988	4	37	56	2	1=100
1986	3	35	58	2	2=100
1984	4	40	53	1	2=100
1982	2	31	62	2	3=100
1980	2	23	69	4	2=100
1978	2	27	64	4	3=100
1976	4	30	62	1	3=100
1974	2	34	61	1	2=100
1972	5	48	44	1	2=100
1970	7	47	44	*	2=100
1968	7	54	37	*	2=100
1966	17	48	28	3	4=100
1964	14	62	22	*	2=100
1958	16	57	23	0	4=100

¹⁰

Trend numbers for 1958 through 1996 are from the American National Election Studies.

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

Q.22 Are you self-employed, do you work for someone else, do you do both, or aren't you employed right now?

		<u>June</u> <u>1995</u>	<u>Feb</u> <u>1994</u>
11	Self-employed	11	11
50	Work for someone else	47	47
6	Both	8	7
32	Not employed -- GO TO Q.24	34	34
<u>1</u>	Don't know/Refused -- GO TO Q.24	<u>*</u>	<u>1</u>
100		100	100

ASK ALL EMPLOYED RESPONDENTS (1, 2 OR 3 IN Q.22): [N=1372]

Q.23 Do you use a computer at your workplace at least occasionally?

		<u>June 1995</u> ¹¹
61	Yes	62
39	No	38
<u>*</u>	Don't know/Refused	<u>*</u>
100		100

ASK ALL:

Q.24 Are you presently enrolled in school or in college classes?

		<u>June 1995</u>
13	Yes — GO TO Q.25	14
87	No -- GO TO Q.26	86
<u>*</u>	Don't know/Refused -- GO TO Q.26	<u>*</u>
100		100

BASED ON RESPONDENTS WHO ARE ENROLLED IN SCHOOL: [N=276]

Q.25 Do you use a computer at your school on at least an occasional basis?

		<u>June 1995</u>
76	Yes	75
24	No	25
<u>*</u>	Don't know/Refused	<u>*</u>
100		100

11

In 1995, this question was asked "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."

ASK ALL:

Q.26 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	Feb
		<u>1995</u>	<u>1994</u>
43	Yes	36	31
57	No -- GO TO Q.31	64	69
*	Don't know/Refused -- GO TO Q.31	*	<u>0</u>
<u>100</u>		100	100

IF '1' YES IN Q.26 ASK:

Q.27 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?)

BASED ON COMPUTER OWNERS: [N=928]

		<u>June 1995</u>
31	Every day	19
27	3 to 5 days per week	27
22	1 or 2 days per week	24
8	Once every few weeks	13
3	Less often	6
7	No, don't use home PC — GO TO Q.31	11
1	Don't know how often — GO TO Q.31	--
<u>1</u>	Don't know/Refused — GO TO Q.31	*
100		100

IF HOME COMPUTER USER ('1-5' IN Q.27) ASK: [N=852]

Q.28 I have a few questions about your home computer. First of all, do you have more than one computer? **IF YES:** How many computers do you have?

		<u>June 1995</u> ¹²
69	One	72
22	Two	20
5	Three	5
*	Four	1
2	Five or more	1
<u>2</u>	Don't know/Refused	<u>1</u>
100		100

¹²

In 1995, this question was only asked of those who used their computers at least once every few weeks.

Q.29 Do you use your home computer in connection with your job, for school, for personal use, or some combination of these? [ALLOW MULTIPLE RESPONSES. PROBE IF NECESSARY.]

		June	Feb
		<u>1995</u>	<u>1994</u>
18	Job	18	17
10	School	12	12
33	Personal	29	21
61	Don't know/No Computer Use/No Computer	68	74
(N=2000)			

BASED ON HOME COMPUTER USERS: [N=852]

Q.30 How much would you miss your home computer, if you no longer had one? (READ CATEGORIES)

		June	Feb
		<u>1995</u>	<u>1994</u>
55	A Lot	63	65
24	Some	23	23
13	Not much	10	8
8	Not at all	4	4
*	Don't know/Refused	*	*
<u>100</u>		<u>100</u>	<u>100</u>

IF ONLINE USER (Q.3=1) ASK Q.31; OTHERWISE GO TO Q.52: [N=1993]

Q.31 Earlier you said that you sometimes go online. Do you do this from home, from work, or from school? (ACCEPT MULTIPLE RESPONSES)

		<u>Oct 1996</u>
74	Home (INTERVIEWER: home business/work at home would go here)	68
40	Work	47
14	School	16
4	Other locations (VOL)	4
0	Don't go on-line (VOL)	--
*	Don't know/Refused	*

INTERVIEWER NOTE: IF RESPONDENT VOLUNTEERS AT THIS POINT THAT HE/SHE DOES NOT GO ONLINE, SKIP TO Q.52

IF RESPONDENT GAVE MORE THAN ONE RESPONSE IN Q.31, ASK: [N=505]

Q.31a Would you say you do this MOST OFTEN from home, work or school?

		<u>Oct 1996</u>
49	Home	54
41	Work	38
6	School	4
1	Other locations (VOL)	--
<u>3</u>	Don't know/Refused	<u>4</u>
100		100

ASK ALL ONLINE USERS: [N=1993]

Q.32 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?

		<u>Oct 1996</u>
20	Within last 6 months	26
26	1 year ago	38
34	2-3 years ago	24
19	More than 3 years ago	12
<u>1</u>	Don't know/Refused	<u>*</u>
100		100

Q.33 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)

		<u>Nov 1997</u>	<u>Oct 1996</u>	<u>June 1995</u>
43	Yes (NET)	44	38	32
	Yes, home (INTERVIEWER: home business/work at home would go here)	27	26	19
	Yes, work	20	15	15
	Yes, school	6	3	2
	Yes, other locations	1	1	2
56	No, didn't go online — GO TO Q.34	55	62	67
<u>1</u>	Don't know/Refused — GO TO Q.34	<u>1</u>	<u>*</u>	<u>1</u>
100		100	100	100

(N=1993)

ASK OF ALL WHO WENT ONLINE YESTERDAY (1-4 IN Q.33):

Q.33a Counting all of your online sessions, about how much time did you spend online yesterday?

		<u>Nov 1997</u>	<u>June 1995</u>
29	A half hour or less	19	36
18	Thirty minutes to less than one hour	22	13
23	About an hour	21	17
8	More than one but less than two hours	9	8
12	Two to less than three hours	10	8
4	Three to less than four hours	6	4
6	Four or more hours	12	13
<u>*</u>	Don't Know/Refused	<u>1</u>	<u>1</u>
100		100	100

(N=879)

NOTE: UNLESS OTHERWISE NOTED Q.34 - Q.41 BASED ON ALL ONLINE USERS: [N=1993]

ASK ALL ONLINE USERS:

Q.34 How often do you go online... every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

		Oct <u>1996</u> ¹³	June <u>1995</u> ¹⁴
30	Every day	25	20
29	3 to 5 days per week	29	26
22	1 or 2 days per week	28	29
12	Once every few weeks	13	16
6	Less often	5	6
0	Never	*	2
<u>1</u>	Don't know/Refused	*	<u>1</u>
100		100	100

Q.35 And what time of day do you usually go online? (**READ RESPONSES**)

16	During the morning
25	During the day
22	Around dinnertime
22	Late at night
12	Online all day (DO NOT READ)
<u>3</u>	Don't know/Refused
100	

Q.36 On an average day, how many times do you go online?

10	Less than once a day
45	Once per day
32	2-3 times per day
6	4-5 times per day
6	6 or more times per day
<u>1</u>	Don't know/Refused
100	

Mean 2.9 Times per day

Q.37 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?

		Oct <u>1996</u>	June <u>1995</u>
12	All work -- GO TO Q.39	14	31
29	All pleasure -- GO TO Q.39	19	19
58	Mix -- GO TO Q.38	67	49
<u>1</u>	Don't know/Refused -- GO TO Q.39	*	<u>1</u>
100		100	100

¹³ 1996 question was "How often do you go online to (this service/these services/via the direct Internet provider)... everyday, 3-5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?"

¹⁴ 1995 trend refers specifically to online users who subscribe to an online service.

IF “3; MIX” IN Q.37 ASK: [N=1202]

Q.38 How would you describe the mix... mostly work, mostly pleasure, or about half-and-half?

		Oct <u>1996</u>	June <u>1995</u>
27	Mostly work	28	32
27	Mostly pleasure	26	29
46	Half and half	45	39
<u>*</u>	Don't know/Refused	<u>1</u>	<u>*</u>
100		100	100

ASK ALL ONLINE USERS:

Q.39 Do you feel like you spend too much time online, about the right amount of time, or less time than you really want to spend?

		<u>June 1995</u>
8	Too much	7
63	About right	61
27	Less time than want	30
<u>2</u>	Don't Know/Refused	<u>2</u>
100		100

Q.40 How much would you miss going online if you could no longer do this? (**READ CATEGORIES**)

		Oct <u>1996</u>	June <u>1995</u>
38	A lot	34	32
30	Some	37	34
19	Not much	20	19
12	Not at all	9	14
<u>1</u>	Don't Know/Refused	<u>*</u>	<u>1</u>
100		100	100

Q.41 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?)

		Oct <u>1996</u>	June <u>1995</u>
33	Everyday	26	23
22	3-5 days per week	19	15
17	1-2 days per week	19	15
9	Once every few weeks	13	12
4	Less often	6	7
15	No/never -- GO TO Q.51	17	28
<u>*</u>	Don't know/Refused -- GO TO Q.51	<u>0</u>	<u>*</u>
100		100	100

71% *At least one time per week*

ASK Q.42 thru Q.50a ONLY OF THOSE WHO USE E-MAIL (Q.41=1-5): [N=1708]

Q.42 How often do you check your e-mail? (READ CATEGORIES)

		Oct <u>1996</u>	June <u>1995</u>
27	More than once a day	21	22
32	Everyday	29	29
19	3-5 days per week	19	16
13	1-2 days per week	17	19
9	Less often	13	13
<u>*</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

Q.43 Is your use of e-mail work-related, personal, or both?

		<u>June 1995</u>
12	Work — GO TO Q.44	31
41	Personal — GO TO Q.45	30
47	Both — GO TO Q.44	38
<u>*</u>	Don't Know/Refused — GO TO Q.47	<u>1</u>
100		100

BASED ON RESPONDENTS WHO ANSWERED "WORK" OR "BOTH" IN Q.43 ASK: [N=1042]

Q.44 From what you have seen in your workplace, do you think e-mail is leading to more frank and honest communication between upper and lower levels of organizations, less frank and honest communication, or does e-mail make no difference?

		<u>June 1995</u>
36	More frank	69
7	Less frank	2
52	No difference	25
<u>5</u>	Don't Know/Refused	<u>4</u>
100		100

BASED ON RESPONDENTS WHO ANSWERED "PERSONAL" OR "BOTH" IN Q.43, ASK: [N=1498]

Q.45 Do you communicate with any friends or family members by e-mail? [PROBE FOR WHICH]

		<u>June 1995</u>
12	Yes, family members	12
14	Yes, friends	35
67	Yes, both	36
7	No SKIP TO Q.47	17
<u>0</u>	Don't Know/Refused SKIP TO Q.47	<u>0</u>
100		100

BASED ON THOSE E-MAIL USERS WHO COMMUNICATE WITH FAMILY/FRIENDS: [N=1398]

Q.46 Thinking about your [family members/friends/family members and friends] who also use e-mail, do you think you communicate with them more often now that e-mail is available, less often, or hasn't it made any difference?

		<u>June 1995</u>
61	More often	59
2	Less often	1
37	No difference	40
*	Don't Know/Refused	*
<u>100</u>		<u>100</u>

BASED ON ONLINE USERS WHO USE E-MAIL: [N=1708]

Q.47 Are you on any electronic mail lists, sometimes called "list-servs," where people with a common interest can send messages to everyone on the list?

		<u>June 1995</u>
24	Yes GO TO Q.47a	24
74	No GO TO Q.48	74
<u>2</u>	Don't Know/Refused GO TO Q.48	<u>2</u>
100		100

BASED ON E-MAIL USERS WHO ARE ON LIST-SERVS: [N=439]

Q.47a About how many listserv lists are you on?

		<u>June 1995</u>
27	One list-serv list	30
22	Two list-serv lists	22
16	Three list-serv lists	12
4	Four list-serv lists	6
20	Five or more list-serv lists	22
<u>11</u>	Don't know/Refused	<u>8</u>
100		100

BASED ON ALL ONLINE USERS: [N=1993]

Q.48 Did you send or receive any e-mail yesterday? (IF YES: Is that sent or received?)

		<u>Oct</u>	<u>June</u>
		<u>1996</u>	<u>1995</u>
4	Yes, sent	2	3
7	Yes, received	7	5
27	Yes, both	26	19
46	No — GO TO Q.51	48	44
1	Don't know/Refused — GO TO Q.51	*	1
<u>15</u>	Do not use e-mail	<u>17</u>	<u>28</u>
100		100	100

BASED ON E-MAIL USERS WHO SENT E-MAIL YESTERDAY: [N=653]

Q.49	About how many messages did you send yesterday?		Oct	June
			<u>1996</u>	<u>1995</u>
17	One		16	12
25	Two		25	24
14	Three		12	19
7	Four		8	6
18	Five to Nine		23	17
12	Ten to Nineteen		10	10
7	Twenty or more		5	10
*	Don't know/Refused		<u>1</u>	<u>2</u>
100			100	100
Mean	6.5	Messages sent yesterday		

BASED ON E-MAIL USERS WHO RECEIVED E-MAIL YESTERDAY: [N=704]

IF R IS ON LIST SERVS (Q.47=1), ASK:

Q.50 About how many e-mail messages did you receive yesterday that were not from a listserv?

IF NOT ON LIST SERVS (Q.47=2,9), ASK:

Q.50a	About how many e-mail messages did you receive yesterday?		Oct	June
			<u>1996¹⁵</u>	<u>1995</u>
1	Zero		*	3
10	One		12	16
16	Two		15	15
13	Three		12	9
7	Four		8	5
21	Five to Nine		21	16
16	Ten to Nineteen		16	15
5	Twenty to Twenty-nine		4	7
10	Thirty or more		11	12
<u>1</u>	Don't know/Refused		<u>1</u>	<u>2</u>
100			100	100
Mean	11.6	Messages received yesterday		

ASK ALL ONLINE USERS: [N=1993]

Now I'd like to ask you some more questions about what you do when you go online...

Q.51 When you go online, do you ever access the World Wide Web, or not?

83	Yes, access the WWW
16	No, do not access WWW
<u>1</u>	Don't know/Refused
100	

15

1996 trend may include email from listserv.

ASK ALL (INCLUDING NON-COMPUTER USERS), NOTE EXCEPTIONS:

SPLIT FORM ITEMS a AND b:

Q.52 How much do you ever worry that... (INSERT ITEM; ROTATE; ASK ITEMS d AND e OF ONLINE USERS ONLY; ASK ITEM c OF EMAIL USERS ONLY:)... a lot, some, not very much, or not at all?

ITEMS a, b, AND f ARE BASED ON TOTAL: [N=2000; FORM 1: N=995; FORM 2: N=1005];

ITEMS c, d, AND e ARE BASED ON ONLINE USERS: [N=1993]

		<u>A lot</u>	<u>Some</u>	<u>Not Very Much</u>	<u>Not At All</u>	<u>N/A</u>	<u>DK/Ref</u>
a.F1	Someone might get access to your medical records	12	16	18	51	--	3=100
b.F2	Someone might get access to your financial records	19	23	19	38	--	1=100
c.	Your email will be read by someone besides the person you sent it to	6	14	22	42	15	1=100
d.	Someone might know what websites you've visited	6	15	22	56	--	1=100
e.	You'll get a computer virus when you download information	14	28	25	32	--	1=100
f.	Computer systems will fail because of the Year 2000 problem	13	23	21	39	--	4=100

ASK ALL:

Q.53 Which is a bigger concern for you, what your children might see on television or what they might see on the Internet, or doesn't either of these worry you very much?

- 21 What they see on TV
 - 19 What they see on Internet
 - 23 Neither one
 - 17 Both (VOL)
 - 18 Don't have kids (VOL)
 - 2 Don't know/Refused
- 100

ROTATE Q.54 and Q.55:

Q.54 Some people say that the Internet is a good thing because it brings together people with similar interests. Others say that the Internet is a bad thing because it brings together small groups of people who share dangerous ideas. Which comes closer to your view?

- 54 Good thing
 - 28 Bad thing
 - 18 Don't know/Refused
- 100

Q.55 One advantage of the Internet is that it allows people to meet and stay in touch with lots of people. One disadvantage of the Internet is that people are communicating more through computers and not face-to-face. In your opinion, which is greater — the advantage of more communication or the disadvantage of it not being face-to-face?

43 Advantage is greater
 46 Disadvantage is greater
11 Don't know/Refused
 100

Q.56 - Q.58 BASED ON ONLINE USERS: [N=1993]

INTERVIEWER NOTE: IF NOT AN ONLINE USER (Q.3=2,9 or Q.51=5) GO TO Q.91:

ASK OF ONLINE USERS ONLY:

Q.56 Have you ever been frustrated (**INSERT ITEM; ROTATE**) ... or hasn't this been a problem for you?

		Yes, <u>Frustrated</u>	No, not <u>Frustrated</u>	DK/ <u>Ref.</u>
a.	Trying to find something on the Internet	60	39	1=100
b.	By the speed of your searches on the Internet	56	44	*=100
c.	By getting unwanted junk e-mail	45	54	1=100
d.	The speed of your Internet connection	59	40	1=100

Q.57 Do you completely agree, mostly agree, mostly disagree, or completely disagree with the following statement: Finding information on the Internet is so hard that it is usually not worth the time.

4 Completely agree
 17 Mostly agree
 46 Mostly disagree
 31 Completely disagree
2 Don't know/Refused
 100

NOW, THINKING JUST ABOUT NEWS...

Q.58 How frequently do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

	<u>Dec 1998¹⁶</u>	<u>Tech. Survey</u>	<u>April 1998</u>	<u>June 1995</u>
25	Everyday	10	18	6
17	3-5 days per week	11	17	9
22	1-2 days per week	16	20	15
10	Once every few weeks	13	15	13
18	Less often	20	21	28
8	No/Never (VOL)	30	9	29
*	Don't know/Refused	*	*	*
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>

¹⁶ December figures based on a national sample of 1201 adults conducted December 9-13, 1998, subsequent to the main Technology Survey.

SPLIT FORM Q.59 & Q.60:

ASK Q.59& Q.60 OF ONLINE NEWS USERS ('1', '2', OR '3' IN Q.58) ONLY:

Q.59F1 Would you say you get more of your news from online sources, or from traditional sources such as TV news, newspapers, and magazines?

16 More online
 75 More traditional print and broadcast
 8 Equal (VOL)
1 Don't Know/Refused
 100
 (N=366)

Q.60F2 Since you started getting news online, are you using other sources of news MORE often, LESS often, or about the same as you used to?

		<u>April 1998</u>	<u>June 1995</u>
16	Yes, more often	8	4
11	Yes, less often	11	12
10	Yes, some more, others less	5	8
63	No, about the same	76	76
<u>*</u>	Don't know/Refused	<u>*</u>	<u>0</u>
100		100	100

(N=384)

Q.61 - Q.63 BASED ON ONLINE USERS: [N=1993]

ASK ALL ONLINE USERS:

Q.61 Now, I'm going to read a list of reasons that people sometimes give for getting news and information online. As I read from a list, please tell me how important each is for you. First, how important is it that ... **(READ LIST; ROTATE)** ... very important, fairly important, not too important or not at all important? Next,...

		<u>Very Important</u>	<u>Fairly Important</u>	<u>Not Too Important</u>	<u>Not at all Important</u>	<u>DK/Ref.</u>
a.	You can get information on the Web that is not available elsewhere	46	34	11	8	1=100
b.	Getting information online is more convenient for you	43	33	14	9	1=100
c.	The Web allows you to give your opinion about what you're reading	17	24	31	26	2=100
d.	The Web has sound and video along with written text	23	31	27	17	2=100
e.	The Web allows you to search many news sources for a particular topic	44	32	13	9	2=100

FOR Q.62: SPLIT FORM ITEMS c, d, f, AND h; ASK ITEM “c” ONLY OF Rs ENROLLED IN SCHOOL OR CLASSES (Q.24=1):

Q.62 Please tell me how often, if ever, you engage in each of the following online activities. First, how often do you go on-line to **(READ AND ROTATE)**... everyday, 3-5 days per week, 1 or 2 days per week, once every few weeks, less often, or never?

[FORM 1: N=977; FORM 2: N=1016]

		Every- day	3-5 days week	1-2 days week	Every few weeks	Less often	Never	DK
a.	Communicate with other people through online forums, discussion lists, or chat groups	5	8	9	9	14	55	*=100
	April, 1998	12	10	13	11	15	39	*=100
	October, 1996	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	10	9	9	10	11	51	*=100
	April, 1998	10	7	11	12	12	48	*=100
	October, 1996	5	7	10	12	10	56	*=100
	June, 1995	3	4	7	8	4	74	*=100
c.F1	Do research for school	1	6	7	4	2	80	*=100
	October, 1996	3	6	13	12	7	59	*=100
d.F2	Look for information for your work or job	15	16	16	13	9	30	1=100
	October, 1996 ¹⁷	9	17	22	15	9	28	*=100
e.	Get news and information on current events, public issues or politics	9	12	17	14	14	34	*=100
	October, 1996	7	11	21	20	13	28	*=100
f.F1	Get travel or vacation information or services	1	4	7	22	34	31	1=100
	October, 1996	1	2	7	19	26	45	*=100
	June, 1995	1	1	2	10	13	73	*=100
g.	Get information about hobbies, movies, restaurants or other entertainment-related activities	5	10	20	21	17	26	1=100
	April, 1998	6	13	20	26	17	18	*=100
	October, 1996	2	9	19	24	15	31	*=100
	June, 1995	1	6	12	16	9	56	*=100
h.F2	Pay bills or bank online	2	3	3	2	3	87	*=100
i.	Get health or medical information	2	4	7	17	23	46	1=100

¹⁷

In October 1996 item was worded “Do research for work.”

Q.63 Now I'm going to ask you about some other things people are doing online these days. For each one, please tell me if you have ever done this. Have you ever purchased goods or services online? **(IF YES, ASK: Have you done this in the past week?) (IF YES BUT NOT IN PAST WEEK: Have you done this in the past month?)**

		<u>June 1995</u>
5	Yes, in past week GO TO Q.63a	3
11	Yes, in past month GO TO Q.63a	5
16	Yes, more than a month ago GO TO Q.63a-	
68	No GO TO Q.63b	91
<u>*</u>	Don't Know/Refused GO TO Q.63b	<u>1</u>
100		100

BASED ON RESPONDENTS WHO HAVE PURCHASED GOODS ONLINE: [N=656]

Q.63a How worried were you about the security of your credit card number when you did this... a lot, a little, or not at all?

		<u>June 1995</u>
17	A lot	15
38	A little	36
44	Not at all	38
0	Did not use credit card	10
<u>1</u>	Don't Know/Refused	<u>1</u>
100		100

BASED ON RESPONDENTS WHO HAVE NOT PURCHASED GOODS ONLINE: [N=1337]

Q.63b Have you been reluctant to purchase things because you are worried about the security of your credit card number, or haven't you been worried about this?

61	Worried
36	Not worried
<u>3</u>	Don't Know/Refused
100	

Q.64 - Q.72 BASED ON ONLINE USERS: [N=1993]

SPLIT FORM Q.64 & Q.65

Q.64F1 Have you ever received an electronic news clipping or news story from a friend or associate? **(IF YES, ASK: Have you done this in the past week?)**

		<u>June 1995</u>
42	Yes	35
	14 Yes in past week	8
57	No	64
<u>1</u>	Don't Know/Refused	<u>1</u>
100		100
(N=997)		

Q.65F2 Have you ever made a friend or online buddy that you've never met in person? **(IF YES, ASK: Have you communicated with this person online in the past week?)**

		<u>June 1995</u>
23	Yes	23
	4 Yes in past week	6
77	No	76
<u>*</u>	Don't Know/Refused	<u>1</u>
100		100
(N=1016)		

Q.66 Have you ever expressed an opinion about a political or social issue to a bulletin board, on-line newsgroup, or e-mail list? **(IF YES, ASK: Have you done this in the past week?)**

		<u>June 1995</u>
16	Yes	15
	4 Yes in past week	4
84	No	85
<u>*</u>	Don't Know/Refused	<u>*</u>
100		100

Q.67 Have you ever actually listened to an audio program or clip over the Internet? **(IF YES, ASK: Have you done this in the past week?)**

46	Yes
	11 Yes in past week
54	No
<u>*</u>	Don't Know/Refused
100	

Q.67a Have you ever actually watched a video clip over the Internet? **(IF YES, ASK: Have you done this in the past week?)**

46	Yes
	9 Yes in past week
54	No
<u>*</u>	Don't Know/Refused
100	

Q.68 Please tell me how often, if ever, you help your children or allow your children to go online to do research for school projects? (**READ CATEGORIES**)

		<u>April 1998</u>
5	Everyday	9
5	3-5 days a week	6
8	1-2 days a week	7
8	Once every few weeks	8
5	Less often OR	5
28	Never	28
40	No children in school (VOL)	36
<u>1</u>	Don't know/Refused	<u>1</u>
100		100

Q.69 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?)

		<u>Oct 1996</u>	<u>June 1995¹⁸</u>
1	Everyday	1	*
1	3-5 days per week	1	1
2	1-2 days per week	2	3
3	Once every few weeks	4	3
4	Less often	3	3
89	No/never	89	90
<u>*</u>	Don't know/Refused	<u>0</u>	<u>*</u>
100		100	100

Q.70 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?)

		<u>Oct 1996</u>
1	Everyday	1
1	3-5 days per week	*
2	1-2 days per week	1
4	Once every few weeks	6
7	Less often	9
85	No/never	83
<u>*</u>	Don't know/Refused	<u>0</u>
100		100

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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.71 Have you ever gone online to get news reports about the Clinton-Lewinsky scandal?

29 Yes
 71 No
 * Don't know/Refused
 100

Q.72 Have you ever gone online to get specific documents from the Starr Investigation of President Clinton such as the Starr Report or other documents that have been released to the public?

21 Yes
 79 No
 * Don't know/Refused
 100

On a different subject...

ASK Q.73 ONLY OF THOSE WHO ANSWERED '1-5' IN Q.58; SPLIT FORM ITEMS:

Q.73 Do you sometimes go online to get... (INSERT ITEM; ROTATE)

BASED ON THOSE WHO GO ONLINE FOR NEWS: [FORM 1 N=679; FORM 2 N=711]

		<u>Yes</u>	<u>No</u>	<u>DK</u>
aF1.	Political news	43	57	*=100
	April, 1998	40	60	0=100
	October, 1996	46	54	*=100
bF2.	Business news	58	42	0=100
	October, 1996	53	47	*=100
cF1.	Sports news	47	53	0=100
	April, 1998	39	61	0=100
	October, 1996	46	54	0=100
dF2.	International news	47	53	0=100
	April, 1998	41	59	0=100
	October, 1996	45	55	0=100
eF1.	Science news	43	57	*=100
fF2.	News about technology	59	41	0=100
	April, 1998	60	40	0=100
	October, 1996	64	36	*=100
gF1.	Weather	64	36	0=100
	April, 1998	48	52	0=100
	October, 1996	47	53	0=100
hF2.	Entertainment news	58	42	*=100
	April, 1998	45	55	0=100
	October, 1996	50	50	*=100

Q.73 CONTINUED ...

		<u>Yes</u>	<u>No</u>	<u>DK</u>
iF1.	Local news	42	58	0=100
	April, 1998	28	72	0=100
	October, 1996	27	73	0=100
j.F2	Health news	46	54	*=100

NO Q.74

Q.75 AND Q.76 BASED ON ALL ONLINE USERS: [N=1993]

Q.75	Do you (INSERT ITEM; ROTATE ITEMS)?	<u>Yes</u>	<u>No</u>	<u>DK</u>
a.	Regularly go online to news sites to get updates like stock quotes or sports scores	38	62	*=100
b.	Have a customized page online that gives updates on specific news topics that you are interested in	17	82	1=100
c.	Go online to follow-up or get more information on a news story that you first saw or heard in a newspaper or magazine or on TV	41	59	*=100
	April, 1998	54	46	*=100
	October, 1996	42	58	*=100
d.	Have news stories sent to you by email about topics you are interested in	18	82	*=100
e.	Regularly go online to check the weather, movie times, or other local information	39	61	*=100
f.	Regularly go online to check the headlines or see what's in the news	29	71	*=100
g.	Regularly read news stories online instead of reading them in the newspaper or watching them on TV	21	79	*=100

Now, a few more questions about the Internet in general:

Q.76 Do you have a "bookmark" where you have labeled your favorite websites for easy access? [INTERVIEWER NOTE: "Bookmarks" are sometimes called "Favorite Places."]

58	Yes, have bookmark — GO TO Q.76a
42	No, do not — GO TO Q.77
*	Don't know/Refused — GO TO Q.77
100	

BASED ON THOSE WHO HAVE BOOKMARKS: [N=1162]

IF "YES" IN Q.76 ASK:

Q.76a How many of these bookmarks are news websites such as a newspaper or TV network news show?

36	Zero
32	One to Three
10	Four to Five
8	Six to Ten
11	More than Ten
<u>3</u>	Don't know/Refused
100	

ASK ALL ONLINE USERS: [N=1993]

Q.77 When you go online do you ever encounter or come across 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?

		<u>April 1998</u>	<u>Oct 1996¹⁹</u>
48	Yes	54	53
51	No	45	45
<u>1</u>	Don't know/Refused	<u>1</u>	<u>2</u>
100		100	100

NOTE: Q.78 thru Q.88 are TIME SPECIFIC. USE PRESENT TENSE BEFORE THE ELECTION (NOV. 3rd) AND PAST TENSE AFTER THE ELECTION (from NOV. 4th on).

Q.78 Have you gone/Did you ever go online to get news or information about the 1998 elections? (IF YES, ASK: How often have/did 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?)

		<u>Oct 1996</u>
1	More than once a day	*
3	Everyday	2
2	3-5 days per week	2
4	1-2 days per week	8
5	Less often	10
84	No/never -- GO TO Q.87	78
<u>1</u>	Don't know/Refused -- GO TO Q.87	<u>0</u>
100		100

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In 1996 this question was worded, "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?"

Q.79 thru Q.86 BASED ON THOSE WHO GO ONLINE FOR ELECTION NEWS: [N=315]

Q.79 Where do/did you go most often for news and information about the 1998 elections? **(READ CATEGORIES)**
(ACCEPT MULTIPLE RESPONSES)

	<u>Oct 1996</u>
26 The news sites of commercial online services such as America Online or CompuServe,	38
50 The Websites of major news organizations such as CNN or the New York Times	50
29 The websites of local news organizations in your area	--
16 Sites that specialize in politics	15
7 Websites set up by the candidates themselves	25
14 Issue-oriented websites	--
20 The websites of state or local governments	--
10 Or some other source (SPECIFY)	7
9 Don't know/Refused	6

Q.80 When you go/went online to get information about the ELECTIONS, do/did you ever do any of the following things. First, do/did you ever **(INSERT ITEM; ROTATE)**?

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a. Participate in online discussions or "chat" groups about the elections	13	87	*=100
October, 1996 ²⁰	31	69	*=100
b. Download or copy information about the elections to keep for yourself	20	80	*=100
October, 1996 ²¹	56	44	0=100
c. Register your own opinions by participating in an electronic poll	26	74	*=100
October, 1996	34	66	0=100
d. Provide information about yourself -- such as your e-mail or mailing address	18	81	1=100
October, 1996	31	69	0=100
e. Get information about a candidate's voting record	30	70	*=100
f. Get information about when and where to vote	12	88	*=100
g. Get or send email supporting or opposing a candidate for office	22	78	*=100

²⁰ In October 1996 item was "Participate in online discussions or 'chat' groups."

²¹ In October 1996 item was "Download or copy information to keep for yourself."

Q.81 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?

		<u>Oct 1996</u>
29	Enjoy politics	38
57	Duty to be well-informed	59
12	Neither (VOL)	2
<u>2</u>	Don't know/Refused	<u>1</u>
100		100

ROTATE Q.82 thru Q.85

Q.82 When you go/went online to get news and information about the 1998 elections are/were you looking for information on national politics?

60	Yes
39	No
<u>1</u>	Don't know/Refused
100	

Q.83 When you go/went online to get news and information about the 1998 elections are/were you looking for information about statewide races such as your senator or governor?

70	Yes
28	No
<u>2</u>	Don't know/Refused
100	

Q.84 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?

59	Yes
40	No
<u>1</u>	Don't know/Refused
100	

Q.85 When you go/went online to get news and information about the 1998 elections are/were you looking for information about local races in your area?

56	Yes
43	No
<u>1</u>	Don't know/Refused
100	

Q.86 Has/Did any of the information you have received online about the 1998 elections make you want to vote for or against a particular candidate?

		<u>Oct 1996</u> ²²
34	Yes	31
63	No	69
<u>3</u>	Don't know/Refused	<u>0</u>
100		100

Q.87 thru Q.89 ASKED OF THOSE WHO GO ONLINE TO GET NEWS & INFORMATION ABOUT CURRENT EVENTS, PUBLIC ISSUES, OR POLITICS AT LEAST ONCE EVERY FEW WEEKS: [N=1043] ASK Q.87 thru Q.89 ONLY OF THOSE WHO ANSWERED '1-4' IN Q.62e

INTRO. TO Q.87 thru Q.89: Now I am going to ask you about some specific Websites...

Q.87 Do/did you ever go onto (INSERT ITEM; ROTATE) to get news and information on current events, public issues or politics? (CONTINUE WITH Q.88 and Q.89 BEFORE REPEATING QUESTION FOR NEXT ITEM.)

		<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Not an Online news user</u>
a.	The Websites of the Broadcast TV networks -- ABC, NBC or CBS October, 1996	22 20	29 38	* *	49=100 42=100
b.	The Websites of national newspapers such as the Washington Post, The New York Times or Los Angeles Times October, 1996	16 23	35 35	* *	49=100 42=100
c.	The Wall Street Journal Home Page October, 1996	9 15	42 43	0 *	49=100 42=100
d.	C-SPAN's Website October, 1996	8 10	43 48	* *	49=100 42=100
e.	MSNBC October, 1996	18 11	33 47	* *	49=100 42=100
f.	Congressional Quarterly's American Voter October, 1996	1 2	50 56	* *	49=100 42=100
g.	CNN/Time All Politics October, 1996	13 15	38 43	* *	49=100 42=100
h.	A Website devoted to news or information about your local community October, 1996	16 16	35 42	* *	49=100 42=100
i.	Project Vote Smart or Web, White & Blue	1	50	*	49=100
j.	The Drudge Report	4	47	*	49=100

²²

In October 1996 question was worded "Has any of the information you have received online about the 1996 elections influenced your choice of candidates?"

Q.87 CONTINUED ...

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Not an Online news user</u>
k. The Websites of national news magazines such as Time or Newsweek	13	38	*	49=100
l. Online-only magazines such as Salon or Slate	3	48	*	49=100
m. Policy.COM (READ: "Policy dot com")	1	50	*	49=100
n. The website of a candidate or campaign	5	46	*	49=100
o. PBS Online	9	42	*	49=100
p. The web pages of the House of Representatives, the Senate or the White House	8	43	*	49=100

IF YES IN Q.87, ASK:

Q.88 Do/did you ever go onto this Website to get news or information about the 1998 elections?

[ONLINE N=1993; ELECTION NEWS CONSUMER N=315]

	BASED ON ALL ONLINE USERS				BASED ON ELECTION NEWS CONSUMERS	
	<u>% Who Ever Use Site</u>	<u>Visit Site For Campaign News</u>			<u>Yes</u>	<u>No</u>
		<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>		
a. The Websites of the Broadcast TV networks -- ABC, NBC or CBS	22	6	16	*	26	74
October, 1996	20	6	14	0	27	73
b. The Websites of national newspapers such as the Washington Post, The New York Times and or Los Angeles Times	16	5	11	*	23	77
October, 1996	23	9	14	*	38	60
c. The Wall Street Journal Home Page	9	1	8	*	8	92
October, 1996	15	4	11	0	18	82
d. C-SPAN's Website	8	2	6	0	12	88
October, 1996	10	6	4	0	25	75
e. MSNBC	18	5	13	*	23	76
October, 1996	11	5	6	*	23	77
f. Congressional Quarterly's American Voter	1	1	*	0	5	95
October, 1996	2	2	*	0	7	93
g. CNN/Time AllPolitics	13	5	8	*	23	77
October, 1996	15	9	6	*	42	58

Q.88 CONTINUED ...

		BASED ON ALL ONLINE USERS				BASED ON ELECTION NEWS CONSUMERS	
		Who Ever Use Site	Visit Site For Campaign News			Yes	No
			Yes	No	DK/Ref	Yes	No
h.	A Website devoted to news or information about your local community	16	5	11	0	22	78
	October, 1996	16	5	11	0	20	80
i.	Project Vote Smart or Web, White & Blue	1	1	*	0	3	97
j.	The Drudge Report	4	1	3	0	4	96
k.	The Websites of national news magazines such as Time or Newsweek	13	3	10	*	13	87
l.	Online-only magazines such as Salon or Slate	3	*	3	0	2	98
m.	Policy.COM (READ: "Policy dot com")	1	*	1	*	3	96
n.	The website of a candidate or campaign	5	3	2	*	17	83
o.	PBS Online	9	2	7	*	9	91
p.	The web pages of the House of Representatives, the Senate or the White House	8	3	5	0	13	87

IF YES IN Q.88, ASK:

Q.89 Would you say you find this Website to be very useful, somewhat useful, or not useful?

		<u>Very</u>	<u>Some what</u>	<u>Not</u>	<u>DK/ Ref.</u>	<u>(N)</u>
a.	The Websites of the Broadcast TV networks -- ABC, NBC or CBS	25	65	9	1=100	(114)
b.	The Websites of national newspapers such as the Washington Post, The New York Times and or Los Angeles Times	42	54	3	1=100	(96)
c.	The Wall Street Journal Home Page	--	--	--	--	(33)
d.	C-SPAN's Website	--	--	--	--	(47)
e.	MSNBC	42	55	3	0=100	(98)

Q.89 CONTINUED ...

		<u>Very</u>	<u>Some</u> <u>what</u>	<u>Not</u>	<u>DK/</u> <u>Ref.</u>	<u>(N)</u>
f.	Congressional Quarterly's American Voter	--	--	--	--	(19)
g.	CNN/Time AllPolitics	40	59	1	0=100	(101)
h.	A Website devoted to news or information about your local community	41	56	1	2=100	(94)
i.	Project Vote Smart or Web, White & Blue	--	--	--	--	(17)
j.	The Drudge Report	--	--	--	--	(19)
k.	The Websites of national news magazines such as Time or Newsweek	--	--	--	--	(51)
l.	Online-only magazines such as Salon or Slate	--	--	--	--	(9)
m.	Policy.COM (READ: "Policy dot com")	--	--	--	--	(11)
n.	The website of a candidate or campaign	21	70	9	0=100	(68)
o.	PBS Online	--	--	--	--	(32)
p.	The web pages of the House of Representatives, the Senate or the White House	--	--	--	--	(55)

**ASK ALL ONLINE USERS: [N=1993]
NOW, ON A RELATED SUBJECT...**

Q.90 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?

28	Yes
72	No
*	Don't know/Refused
100	

**ASK ALL (INCLUDING THOSE WHO DON'T GO ONLINE OR DON'T USE A COMPUTER) : [N=2000]
ON ANOTHER SUBJECT...**

Q.91 Which of the following statements comes closer to your opinion of the Internet?

- | | |
|-----------|---|
| 35 | 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 |
| 28 | A lot of what you find on the Internet cannot be believed |
| 16 | Neither (VOL) |
| <u>21</u> | Don't know/Refused |
| 100 | |

Q.92 Do you think the information that is on the websites of NEWS organizations is MORE or LESS accurate than the information that is in newspapers or on TV, or don't you think there is any difference?

- | | |
|-----------|--------------------|
| 13 | More accurate |
| 12 | Less accurate |
| 55 | No difference |
| <u>20</u> | Don't know/Refused |
| 100 | |

Q.93 Would you favor or oppose a law that would make it illegal for a computer network to carry pornographic or adult material?

- | | | |
|----------|--------------------|------------------|
| | | <u>June 1995</u> |
| 57 | Favor | 52 |
| 34 | Oppose | 41 |
| <u>9</u> | Don't know/Refused | <u>7</u> |
| 100 | | 100 |