

One in Eight Uses the 'Net To Follow Campaign '00

About one in eight Americans uses the Internet to keep up with the presidential election, a number that's held steady all season.

Thirteen percent in an ABC News poll say they've used the Internet specifically to get information about the presidential campaign, about the same as it was in February. For comparison, about half of Americans have Internet access, a third use it for news reports on any subject and just over a quarter have bought something online.

While not a large percentage, 13 percent of the nation's adult population does represent a significant number of people – around 25 million individuals.

GROUPS - While Internet access is somewhat higher among 18- to 34-year-olds, use of the Internet for presidential campaign information is not – probably because younger adults tend to be less interested in politics.

There are sharper differences among income and education groups, probably reflecting both a lack of Internet access and less interest in politics among lower-income and less educated Americans.

Among people in top-income households, 23 percent use the 'net for campaign information; it's the same for college graduates. But among those in the lowest-income households, and those who haven't gone beyond high school, this falls to seven percent.

	Use the Internet for presidential campaign information:	
	Yes	No
All	13%	87
Age 18-34	14	86
Age 65+	5	95
Income		
<\$25K	7	93
>\$75K	23	77
Education		
H.S. grad/less	7	93
Coll./post grad	23	77

METHODOLOGY – This ABC News.com survey was conducted by telephone September 20-24, 2000, among a random national sample of 1,004 adults. The results have a three-point error margin. Fieldwork by ICR-International Communications Research of Media, Pa.

Analysis by Aaron Frechette

ABC News polls can be found at ABCNEWS.com on the Internet at:

<http://www.abcnews.com/sections/us/PollVault/PollVault.html>

74. Do you personally use the internet to get information about the presidential campaign, or not?

	Yes	No
9/24/00	13	87
2/23/00*	12	88

*Gallup; "...to look up information about the presidential candidates."