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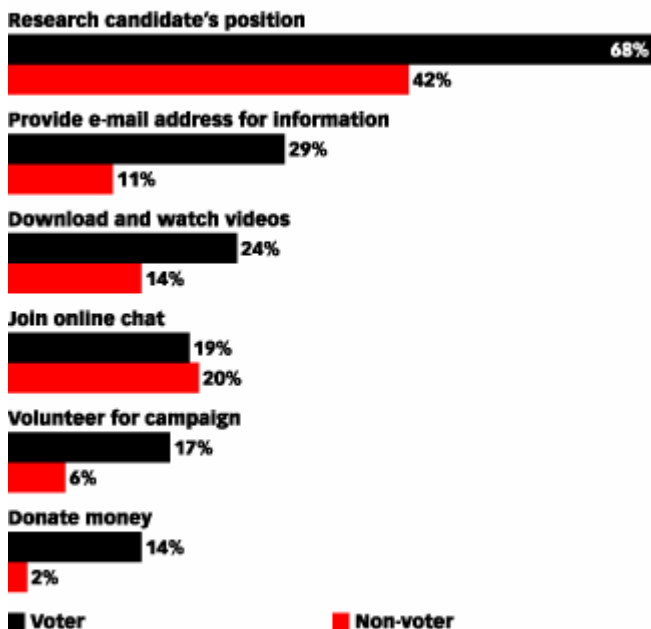
Net-Savvy Voters

8 September 2003

The Online Publishers Association (OPA) and the Center for Survey Research & Analysis at the University of Connecticut surveyed adult Internet users about their use of the Internet to keep up with political candidates and found that 68% of voters have used the Net to research a candidate's position, while 42% of non-voters have done the same.

In fact, 29% of voters have provided their e-mail addresses to a candidate's Web site in order to receive more information.

How US Voters and Non-Voters Use Presidential Candidates' Web Sites, by Activity, April-May 2003 (as a % of respondents in each group)



Note: n=496 voters and 114 non-voters; voters defined as those who voted in one or both national elections of 2000 and 2002

Source: Online Publishers Association (OPA)/Center for Survey Research & Analysis at the University of Connecticut, September 2003

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The Center for Survey Research & Analysis surveyed 642 adult Internet users between April and May 2003, defining "voters" as those who had voted in one or both of the 2000 and 2002 national elections. Specifically in the 2000 presidential election, 50% of voters went online for candidate information more than a few times per month, while 34% say they went online less than a few times each month.

Frequency with Which US Internet Users Went Online for 2000 Presidential Election Candidate Information, April-May 2003 (as a % of respondents)

More than a few times per month	50%
Less than a few times per month	34%
Never	16%

Note: n=230

Source: Online Publishers Association (OPA)/Center for Survey Research & Analysis at the University of Connecticut, September 2003

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Indeed people in the US are increasingly going online to learn more about political candidates' positions and platforms. In the beginning of this year, the Council for Excellence in Government and Hart-Teeter found that 23% of US adults have gone online for representatives' voting records and to contact local officials.

US Adults' E-Government Usage, February 2003 (as a % of respondents)

Look for tourism/recreation information	53%
Find information about road closures due to weather	28%
Look for health information from government agency	27%
Review elected representatives' voting records/contact local officials	23%

Note: n=1,023 adults in the US

Source: Council for Excellence in Government/Hart-Teeter, April 2003

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Learn more about the people going online for political and governmental information in the US and around the world with eMarketer's [Government Online](#) report.

PUB DATE: 08 Sep 2003
SUBJECTS: Government & Trade
SUBJECT PATHS: [Government & Trade](#)
GEOGRAPHY: United States
SOURCES: Hart-Teeter; Online Publishers Association (OPA)
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