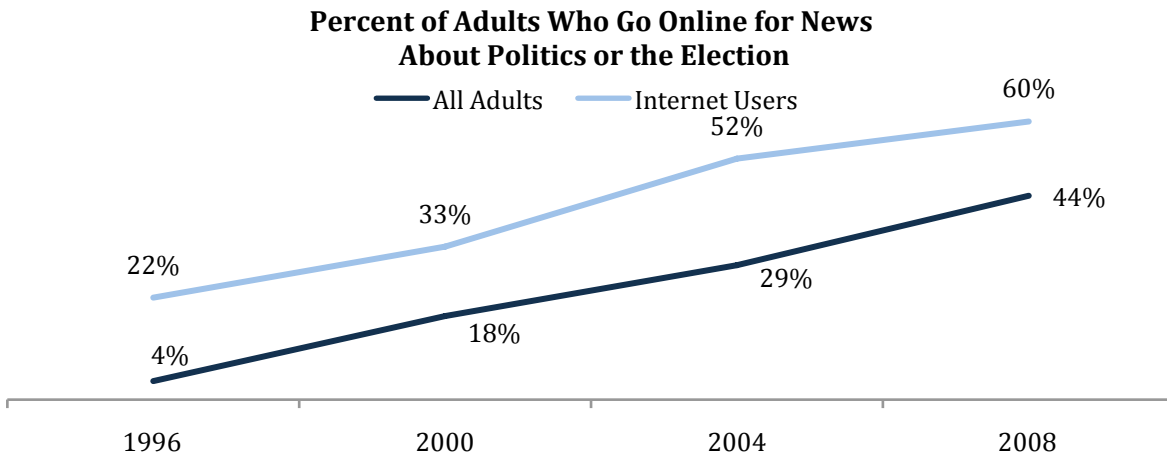


## Polling News & Notes

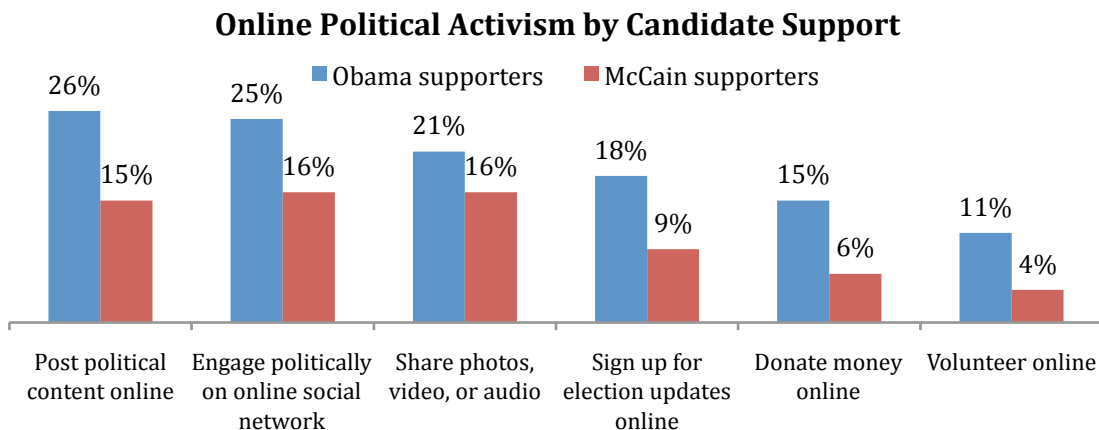
*Overlooked Recent Polling and Insights • April 23, 2009*

**The Internet’s Growing Role in American Politics:** A new report released by the Pew Internet & American Life Project confirms the Internet is increasingly important in the information-collection and decision-making process of voters. The survey, conducted after last year’s presidential election, found that 44% of all Americans and 60% of Internet users say they go online for news about politics or elections. The number of adults who say they get most of their election news from the internet (26%) now roughly equals those who get their news from newspapers (28%). Among voters under the age of 50, the Internet beats newspapers by a 35%-26% margin.



One of the consequences of more voters seeking news online is that they increasingly visit news sites that share their ideological point of view. 44% of Democrats (up from 35% in 2004) and 35% of Republicans (up from 26%) now say they usually seek out political information online from sites that share their point of view.

While presidential candidate John McCain’s supporters were slightly more likely than Obama’s supporters to be Internet users (83% vs. 76%) because of their higher education and income levels, Obama supporters were far more likely to take actions online, ranging from posting content, donating money, or volunteering. Republicans will start from a disadvantage in next year’s midterms and 2012 if they are unable to close the gap in online political activism.



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