

Crisis Poll Follow-up

Prepared for: ●●@online publishers association

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Background and Objectives

- Harris Interactive conducted an online survey on September 12, to get an early benchmark read of how the American Public was getting information about the terrorist attacks and how the events of 9/11 affected that.
- The OPA was interested in following up on these results two weeks later.
- The objective of this survey was to observe the change in consumer behavior with regard to accessing information about the terrorist attacks.
- This included their use of:
 - The Internet
 - Television
 - Radio
 - Newspaper



Method

- A total of 993 interviews were conducted from September 27 through October 1, 2001 among the general online population using Harris Interactive's panel.
- The survey data were weighted using online population weights.

DETAILED FINDINGS



Resources of Information on Terrorist Attacks

- Use of the Internet, as the primary source of news and information, more than doubled in the two weeks since the terrorist attacks (3%--9/12/01; 8%--9/27-10/1/01).
- Other forms of media were accessed in the way one would expect during a crisis:
 - Television was and remains dominate as the primary and general source when measured initially and again two weeks later.
 - Radio was an important primary source during the initial events of the attack (15%). However, two weeks later, radio did not demonstrate that same presence as a primary source (8%).
 - Conversely, newspaper did not have an initial presence. Two weeks later, newspaper became a more dominate source.



Primary Resources of Information on Terrorist Attacks

	<u>Total</u> <u>9/12/01</u>	<u>Total</u> <u>9/27-10/1/01</u>
Base: Aware of Terrorist Attacks	(4601)	(989)
	%	%
<u>Primary Resources of Information</u>		
Television	78	76
Radio	15 †	8
Internet	3	8 †
Talking with others in person/other people	3	3
Newspaper	*	5
Other	*	*

Q202: Which of the following have you primarily used to get information about/ related to the terrorist attacks?

*: Less than 0.5%

†: Significantly higher at the 95% confidence level.



All Resources of Information on Terrorist Attacks

	<u>Total</u> <u>9/12/01</u>	<u>Total</u> <u>9/27-10/1/01</u>
Base: Aware of Terrorist Attacks	(4601) %	(989) %
<u>All Resources of Information</u>		
Television	97	98
Radio	76 †	72
Internet	64	80 †
Talking with others in person/other people	66	74 †
Newspaper	16	78 †
Other	5	6

Q202: Which of the following have you primarily used to get information about/ related to the terrorist attacks?

Q203: What are all of the sources you have used to get information about/ related to the terrorist attacks?

†: Significantly higher at the 95% confidence level.



Reasons for Using the Internet to Get Information on Terrorist Attacks

- Two weeks after the terrorist attacks, respondents increasingly feel that using the Internet to obtain information:
 - Gives more detailed information
 - Gives more up-to-date information
 - Gives information while at work
 - Is quicker to use than other sources
 - Is more convenient
- In addition, the majority feel that the Internet allows access to the information they want when they want it. *

* Not asked in the benchmark.



Reasons for Using the Internet to Get Information on Terrorist Attacks

	Total 9/12/01 (3186) %	Total 9/27-10/1/01 (789) %
Base: Used the Internet for Information		
Can get more detailed information	36	43 †
Can get more up-to-date information	30	42 †
Provides information I can't get from other sources	30 †	26
Can get information while at work	28	42 †
Quicker to use than other sources	26	32 †
More convenient	25	41 †
Can get information I want when I want it	N/A	63
Other	16	7
None	10	1

Q204: Which of the following were reasons you used the Internet to get information about/related to the terrorist attacks?

N/A: Not Available

†: Significantly higher at the 95% confidence level.



Website Behavior since Terrorist Attacks

- Internet news website usage is on the rise since the attack. More than one-out-of-every three respondents indicated accessing the Internet more frequently now than they did prior to the attacks.
- Time spent viewing these sites has also increased. Almost half of the respondents have reported that they have increased the amount of time spent on Internet news websites.
- Among those who have increased their number of visits to Internet news websites, an equal amount of respondents access the Internet from home and work.



Impact of Terrorist Attacks on News Website Visitation

Base: Aware of Terrorist Attacks	<u>Total Visits</u>	<u>Total Amount of Time</u>
	(989) %	(989) %
Increased	35	47
Stayed the Same	61	50
Decreased	4	3

Q216: Compared to how you used the Internet before the terrorist attacks, would you say your visits to Internet news websites have...?

Q217: Compared to how you used the Internet before the terrorist attacks, would you say the amount of time you spend on news websites have...?

Note: Asked only of 9/27-10/1 respondents.



Primary Location Where Accessed Internet News Websites

Base: Visits to Internet News Websites Have Increased	<u>Total</u> (360)
	%
At home	45
At work	45
At home and at work equally	9
Somewhere else	1

Q218:When you use Internet news websites, are you more often...?

Note: Asked only of 9/27-10/1 respondents.



Online News and Information Websites -- Sources and Reasons

- The two key primary sources for online news and information are CNN.com and MSNBC.com.
- Similarly, when looking at all sources of online news and information websites CNN.com and MSNBC.com both rise to the top.
- With the exception of CNN.com and MSNBC.com, the market seems to fragment including key players such as news.yahoo.com, ABCnews.com, and local newspaper sites.
- Almost one-out-of-every four respondents select a specific online news and information website based on the credibility of the information provided.
- Other key reasons that were selected for online news and information websites are:
 - Know and trust the brand
 - Quality of reporting
 - Timeliness of updates



Sources of Online News and Information Websites for Terrorist Attacks

	<u>Primary Sources</u> (793) %	<u>All Sources</u> (793) %
Base: Use Internet for Terrorist Attack Information		
CNN.com	28	66
MSNBC.com	25	60
news.yahoo.com	9	27
ABCNews.com	7	36
Local newspaper sites	5	31
NYtimes.com	2	21
USAToday.com	1	13
Washingtonpost.com	1	9
Wall Street Journal Online	*	2
Other	17	34
No primary source	5	-

Q219: Which of the following websites is your primary source of online news and information related to the terrorist attacks?

Q220: What are all the websites that you have used for online news and information related to the terrorist attacks?

*: Less than 0.5%

Note: Asked only of 9/27-10/1 respondents.



Reasons For Using Websites to Get Information on Terrorist Attacks

Base: Use Internet for Terrorist Attack Information	Total (793) %
Credibility of information	22
Know and trust the brand	19
Quality of reporting	16
Timeliness of updates	16
Site layout and user interface	10
Interactive features	3
Other	14

Q221: What are the reasons that you use the websites you've indicated for news and information?

Note: Asked only of 9/27-10/1 respondents.