



Harnessing the Power Of Social Networks: Campaign 2008 Taps Into the Virtual Grid

**E-Voter Institute 2008 Research Findings
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EXECUTIVE SUMMARY OF FINDINGS

- **Compared to average voters, active social networkers are 78% more likely to click on an online political ad, 56% more likely to read a blog about a candidate and 53% more likely to submit an email address in order to receive information from a candidate. Active social net members are 133% more likely to be very liberal and 7% more likely to vote than others who are also using the Internet.**
- **Members of social nets have a higher expectation that candidates will use the Internet in their campaign strategy. Thirty percent more active social networkers than non members expect campaign web video on other sites as well as campaign blogs and podcasts.**
- **Consultants still greatly underestimate the impact and interest in all things Internet that voters have developed. Consultants may use online tools on par with voters in general, but they underestimate the effectiveness of the Internet for reaching members of social nets who are politically active and more likely to vote.**
- **A nearly equal number of active social net members (63%) say that television and cable ads are as effective as the official candidate web site (62%) to get their attention. The most active social net members tend to use traditional media significantly less than the average voter.**
- **Social net members are less influenced by television and more influenced by Internet information than the general voter. Active social net members are 75% more likely than non members and 33% more likely than all voters to be influenced by Internet information.**
- **Active social net members, compared to non members, are nearly 4 times more likely to post to blogs and use widgets, more than twice as likely to post ratings and comments, and seven times more likely to have their own blog.**
- **Power Users of online technology are more involved with social net sites with the exception of MySpace, which seems to attract more novice computer users. Those competent or novice users focus on the two most popular sites, Facebook and MySpace, while Power Users are more diverse in their participation in online social networks.**

INTRODUCTION

At the dawn of the Internet Age, there were online bulletin boards. By 2000, portals like AOL and Yahoo were used by those interested in political action, local news, and candidate information. Beginning in 2004, pioneering online social networks like MeetUp.com started to get the attention of political activists to organize live meetings. By 2008, these online meeting places have turned into strategic levers for candidates to pull to organize rallies, raise funds and spread the word. They are also allowing individuals to drive traffic to candidate web sites without official support from a campaign, spread viral videos, and organize events.

Do the social nets influence voter behavior or are those most politically active attracted to online social nets? What should candidates at the national, state, and local level be concentrating on to build the momentum created by online social networkers? Who are the most active social networkers and where do they go for political information?

This document takes a deeper view of responses to the E-Voter Institute's **3rd Annual Survey of Voter Expectations** by comparing those who are social networkers with those who are not members of an online social network. Reporting on frequency of updating social net pages and checking email, gives a clearer view of online behavior of potential voters in this vital group.

For the first time, the E-Voter Institute's **7th Annual Survey of Political and Advocacy Communications Leaders** included questions about technology use of the consultants themselves. As a result, in this report we are able to highlight those consultants who are members of an online social network as well.

There is an increasing gap in understanding between voters who are using a variety of means to learn about candidates and news, and the consultants who are spending campaign media dollars. It is still a bit of a mystery why the consultants, even those who are actively using online tools, don't see more benefits to employing the web to reach voters.

These findings are intended to raise questions about the ways in which campaigns are spending money to reach voters and to help candidates, campaign managers, political consultants, media advisors, fundraisers, pollsters, campaign solution providers, web publishers, online ad networks, academics and journalists better understand the impact of the Internet and social networks in the campaign process.

To broaden the scrutiny of these findings, we asked Kevin O'Neill, Grassroots Enterprise and Colin Delany, epolitics.com, to share reflections on their own experiences with social networks and their view of this data. Thanks to Ben Shore for his perspective on social networks and thoughtful insights.

Thanks to HCD Research for their help in recruiting a large sample of those 18+ and to those bloggers and social network activists who helped spread the word about the research.

E-Voter Institute is a non-partisan trade association whose mission is to help accelerate the use of the Internet for politics and advocacy to support a more robust democracy. Karen Jagoda is president and co-founder of the Institute. Previous research is available from <http://e-voterinstitute.com> and in the book *Crossing the River: The Coming of Age of the Internet in Politics and Advocacy*, Karen A.B. Jagoda, editor (Xlibris, 2005). Karen is the host of a weekly Internet radio show, **Digital Politics**, on <http://signonradio.com>.

HCD Research is a marketing and communications research company that was founded in 1991. HCD Research focuses solely on providing traditional and e-based marketing and communications research services. The company's web-based research combines classical and sophisticated research techniques with innovative on-line applications that enable HCD Research to obtain comprehensive, meaningful data for customers.

A pioneer in Internet marketing and communications research, HCD Research has designed and implemented research studies for numerous large and mid-sized companies in the pharmaceutical, financial services and publishing industries, among others. HCD Research is also the developer of readmylipz.com, a political ad testing web site for the 2004 Presidential campaign. Rich Berke is vice president, Kendall Anderson was the project manager and Michelle Nappa, research analyst for these surveys. For more information, please visit <http://www.hcdi.net>.

Christopher Borick is the Director of the **Muhlenberg College, Institute of Public Opinion** is a state of the art public opinion research center that conducts scientific based survey research projects of public policy and political issues throughout the Commonwealth of Pennsylvania. For more information visit <http://www.muhlenberg.edu/studorgs/polling/>

METHODOLOGY

To recruit respondents for the **3rd Annual Survey of Voter Expectations**, participating organization ran online ad banners and text links on their websites to attract respondents. Additionally, emails were sent to membership lists and HCD’s online panel. The survey ran from May 8, 2008 to May 28, 2008. No survey respondents were paid for their answers.

Respondents to the voter survey were randomly selected from a panel of over 250,000 people who have opted-in and agreed to participate in research. Potential panelists were selected via a random sample obtained through postal mailings directed to individuals on voter registration lists and registrants from websites representing lifestyle, politics, and news organizations.

HCD Research adheres to the highest panel recruitment and management standards. Members are enrolled using online recruitment methods (email requests, online banners and blog ads), exclusively using permission-based techniques. The surveys were hosted on the HCD server. HCD Research maintained privacy and all answers have been stripped of any identifying information. No emails were collected from survey respondents.

There were a total of **4801** survey respondents in the sample – of these, 44% are social network members. The total sample is 30% male and 70% female with 44% of all men and 43% of all women social net members.

For purposes of this analysis, active social net members are defined as those who update their social net pages frequently – at least once a day. We do include percentages of those who update or check their email more than once a day in some findings.

Social Network Status (by battleground states)										
Social Net Status	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Member and frequently updates	13%	13%	12%	16%	17%	15%	15%	13%	11%	13%
Member but does not frequently update	30%	36%	33%	34%	29%	30%	26%	27%	27%	31%
Non-member	56%	51%	54%	50%	54%	55%	60%	60%	62%	56%

Social net members tend to be more competent with technology than the average voter. For purposes of this analysis, we asked respondents to self identify their own level of online technical competence. Nine out of ten of the most active social net members are advanced or power users compared to seven out of ten average voters falling into those top categories.

% of voters based on online technology competence (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Power User - Staying on the leading edge of the Internet	24%	49%	26%	16%
Advanced - Maintaining awareness of changes in online technology	46%	42%	53%	43%
Competent - Satisfied with basic online technology to get the job done	28%	9%	20%	37%
Novice - Limited ability to take advantage of all online technology	3%	1%	1%	4%

A total of 178 consultants completed the E-Voter Institute’s 7th Annual Survey of Political and Advocacy Communications Leaders. The distribution across types of clients and years in business is indicated below for those who are members of online social nets.

% of consultants who work for the following organizations (by social network status)				
	Total Consultants	Member and frequently updates	Member but does not frequently update	Non Member
Total	100%	21%	47%	31%
Democratic candidates	60%	61%	61%	59%
Republican candidates	35%	26%	35%	43%
Independent candidates	21%	13%	21%	27%
PACs or Trade Associations	31%	42%	35%	20%
527 Committees	22%	26%	27%	13%
Unions	28%	37%	24%	27%
For-Profit businesses	34%	34%	39%	27%
Not-For-Profit organizations	58%	58%	67%	46%
Organizations outside the U.S.	8%	8%	10%	5%

% of consultants who work for the following organizations (by social network status)				
	Total Consultants	Member and frequently updates	Member but does not frequently update	Non Member
Total	100%	21%	47%	31%
Less than 1	4%	3%	4%	5%
1-5	22%	21%	25%	18%
6-15	30%	50%	31%	14%
16-25	20%	13%	18%	29%
26-35	13%	11%	12%	16%
More than 35	11%	3%	11%	18%

FINDINGS

1. Compared to average voters, active social networkers are 78% more likely to click on an online political ad, 56% more likely to read a blog about a candidate and 53% more likely to submit an email address in order to receive information from a candidate. Active social net members are 133% more likely to be very liberal and 7% more likely to vote than others who are also using the Internet.

Online activities are significantly different between active social net members and those who less frequently use social nets or are non members. Attendance at actual events also seems more popular with active social networkers, being 117% more likely to attend than those who are not members of a social net.

Social net members are more than twice as likely to read a political blog as non members. Active social net members are 146% more likely to click on a political online ad than non members.

What voters have done (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Visited a candidate web site	41%	57%	49%	32%
Viewed online videos about candidates	40%	54%	48%	32%
Searched online for additional information about politics	38%	53%	46%	30%
Told a friend or family to vote for a candidate or initiative	34%	44%	40%	28%
Received email from friends or family about politics	33%	41%	40%	27%
Forwarded links or email to friends/family about political issues	28%	37%	35%	22%
Read a blog about politics or candidates	27%	42%	36%	18%
Sent an email to a candidate or politician about your concerns	22%	26%	25%	20%
Participated in an online discussion about politics	18%	33%	24%	12%
Clicked on an online political ad	18%	32%	19%	13%
Submitted an email address in order to received candidate information	17%	26%	22%	12%
Attended a political event	16%	26%	19%	12%
Donated to a candidate or cause online	13%	20%	15%	10%
Volunteered for a political campaign	9%	17%	10%	8%

Seven out of ten active social net members are very or somewhat politically active with Democrats, only 10% more likely to be described that way as Republicans.

Self-described level of political activism (by social network status and by political affiliation)							
	Total Voters	Social network status			Political affiliation		
		Member and frequently updates	Member but does not frequently update	Non Member	Democrats	Republicans	Independents
Very politically active	14%	28%	12%	12%	18%	15%	9%
Occasionally active in politics	38%	44%	43%	35%	41%	39%	38%
Not engaged in political activities other than voting	47%	28%	45%	53%	40%	46%	53%

Social net members tend to consider themselves moderate as do non members but active social net members are 133% more likely to be very liberal than non members. Even more social net members are moderate than last year showing perhaps a wider appeal for online communities across all ideologies. Twice as many active social network members are Democrats vs. Republicans.

Political ideology based on social network status (historical comparison)						
	Total Voters		Members		Non Members	
	2007	2008	2007	2008	2007	2008
I am very liberal	14%	12%	16%	15%	9%	9%
I am somewhat liberal	20%	21%	21%	23%	18%	20%
I am somewhat conservative	16%	16%	14%	15%	23%	18%
I am very conservative	12%	9%	10%	7%	17%	10%
I am moderate	37%	42%	38%	40%	34%	43%

% of voters based on political affiliation (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Democrat	43%	46%	45%	41%
Republican	25%	23%	22%	26%
Independent	23%	21%	24%	23%
Libertarian	1%	2%	1%	1%
Prefer not to say	8%	7%	8%	9%

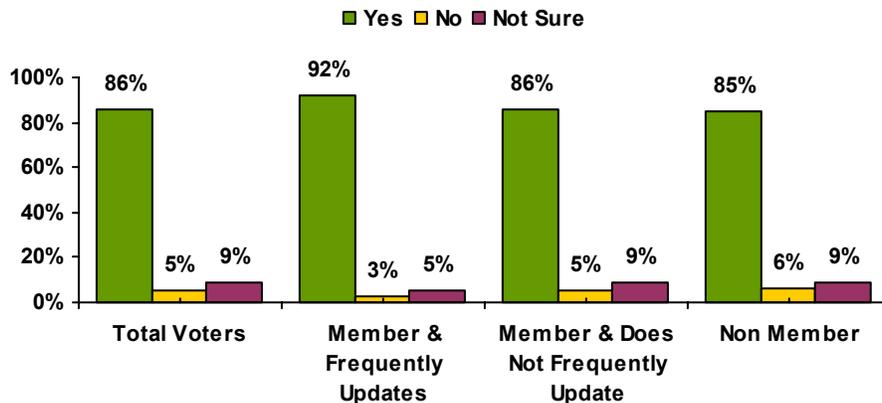
Looking at social networkers by party affiliation, we see significant growth in Independents – up 28% - and Democrats – up 13% - participating in social nets.

Political affiliation based on social network status (historical comparison)						
	Total Voters		Members		Non Members	
	2007	2008	2007	2008	2007	2008
Democrat	38%	43%	40%	45%	32%	41%
Republican	24%	25%	22%	23%	30%	26%
Independent	20%	23%	18%	23%	26%	23%
Libertarian	3%	1%	3%	1%	2%	1%
Prefer not to say	15%	8%	17%	7%	11%	9%

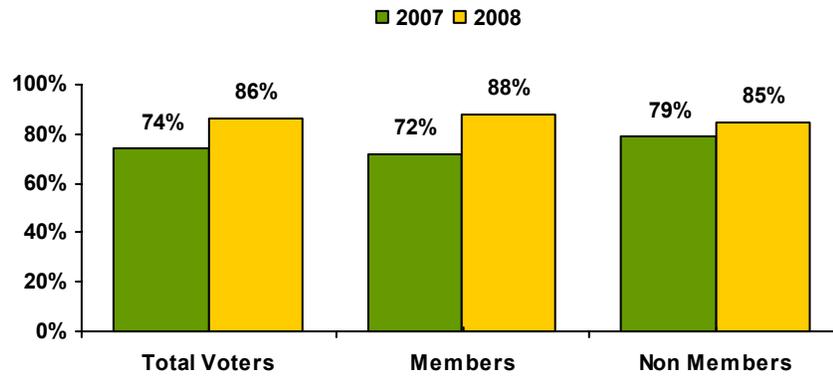
When we look at data from 2007, there is even more evidence that social net members are more likely to vote – with a big jump in the percentage of total voters intending to vote as well as among social net members.

Intent to vote based on social network status (historical comparison)						
	Total Voters		Members		Non Members	
	2007	2008	2007	2008	2007	2008
Yes	74%	86%	72%	88%	79%	85%
No	14%	5%	14%	4%	12%	6%
Not Sure	13%	9%	14%	8%	9%	9%

**% Of Voters Based On Their Intention To Vote In 2008
(by social network status)**



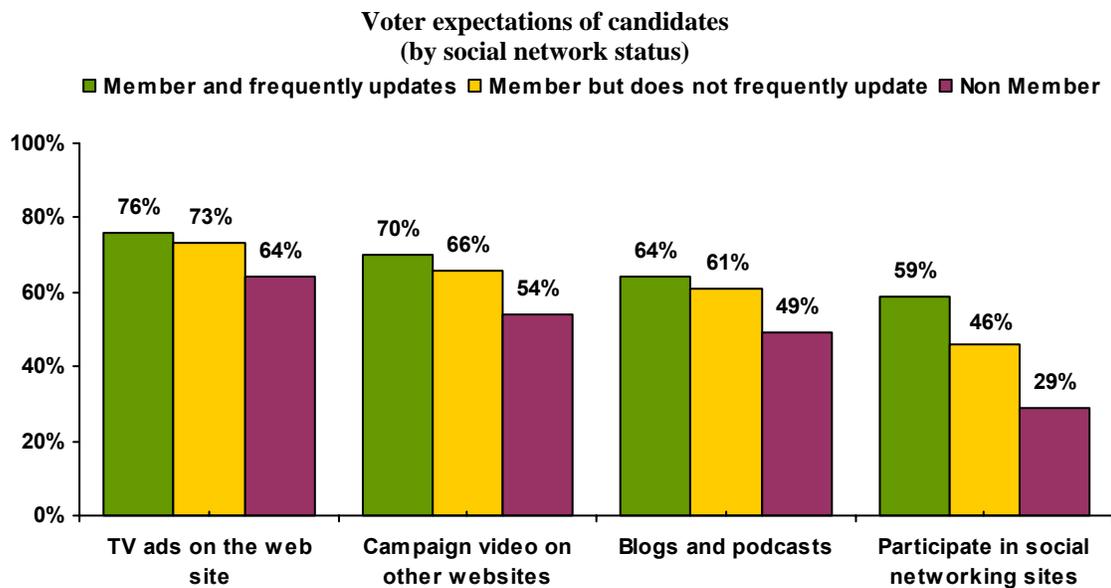
**% Of Social Network Member vs. Non Members Who Intend To Vote In 2008
(historical comparison)**



2. Members of social nets have a higher expectation that candidates will use the Internet in their campaign strategy. Thirty percent more active social networkers than non members expect campaign web video on other sites as well as campaign blogs and podcasts.

Members of social nets tend to expect more use of the Internet by candidates than the general group of voters and significantly more than those who are not members of a social net.

Voter Expectations of candidates (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Official web site	87%	90%	93%	83%
Fund raising	70%	75%	74%	66%
Television ads on the official web site	68%	76%	73%	64%
Online ads	65%	72%	68%	61%
Webcasts of events	62%	67%	68%	58%
E-mail	60%	68%	62%	57%
Campaign web video on other sites	60%	70%	66%	54%
Blogs and podcasts	55%	64%	61%	49%
Participate in social networking sites	38%	59%	46%	29%



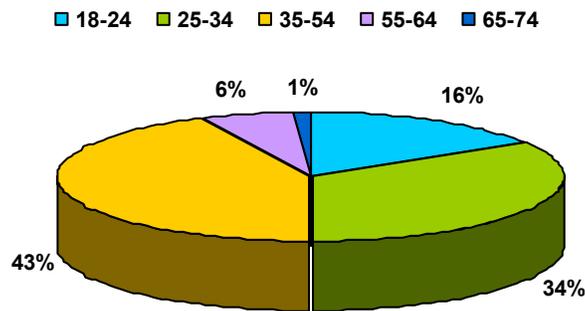
These expectations cut across all age groups. Break out by age is revealing in that it dispels the myth that social nets are only for those 18-24:

- 72% of those 18-24 years old are social net members
- 57% of those 25-34 are social net members
- 39% of those 35-54 are social net members
- 21% of those 55-64 are social net members
- 13% of those 65-74 are social net members
- 4% of those over 75 are social net members

In fact, among all social net members:

- 16% of social net members are 18-24 years old
- 34% of social net members are 25-34 years old
- 43% of social net members are 35-54 years old
- 6% of social net members are 55-64 years old
- 1% of social net members are 65-74 years old

% Of Social Network Members That Belong To Each Age Group



3. Consultants still greatly underestimate the impact and interest in all things Internet that voters have developed. Consultants may use online tools on par with voters in general, but they underestimate the effectiveness of the Internet for reaching members of social nets who are politically active and more likely to vote.

The distance between what voters expect and do versus the way consultants think about the effectiveness of Internet tools raises questions about how consultants are spending media dollars.

Consultants don't seem to appreciate how much members of social nets expect candidates to use the Internet for a variety of activities and therefore seem to underestimate the impact on both loyal and swing voters.

- Seven out of ten active social net members expect to see online ads for candidates while only 5% of consultants think online ads are effective for reaching the loyal base and 11% think they are effective to reach swing, Independent and undecided voters.
- Two out of three of all social net members expect webcasts of events while only 4% of consultants think webcasts are useful for reaching the loyal base and even less (3%) think that webcasts are effective for reaching swing voters.
- Seven out of ten active social net members expect campaign web video on sites other than the official candidate site while only 7% of consultants think this is an effective way to reach the base and 11% think this is a way to find swing, Independent and undecided voters.

Voter expectations of candidates (by social network status) vs. what consultants think is effective						
	Voters				Consultants	
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member	Effective for reaching Loyal base (Among Top 3)	Effective for reaching swing and Independent (Among Top 3)
Official web site	87%	90%	93%	83%	25%	22%
E-mail	60%	68%	62%	57%	46%	13%
Online ads	65%	72%	68%	61%	5%	11%
Webcasts of events	62%	67%	68%	58%	4%	3%
Blogs and podcasts	55%	64%	61%	49%	8%	4%
Campaign web video on other sites	60%	70%	66%	54%	7%	11%
Participate in social networking sites	38%	59%	46%	29%	10%	11%

Even comparing the consultants' views to those who are not members of an online social network shows that consultants are underestimating the impact of all online tools.

Perhaps not surprisingly, political consultants use online tools at a greater rate than either the average voter or even active social networkers. Compared to these most active voters, the most active consultants are 33% more likely to use widgets, 25% more likely to post to blogs, 24% more likely to read newspapers online, and 19% more likely to forward links to friends and family. Consultants are more than twice as likely to be using Twitter.

The voters however are slightly more likely to listen to online radio and more than twice as likely to be online gamers. Are the consultants lying or just too busy to play online games?

Characteristics of voters vs. consultants (by social network status)						
	Voters			Consultants		
	Total Voters	Members	Non Members	Total Consultants	Members	Non Members
Use email	92%	96%	89%	98%	100%	93%
Make online purchases	79%	88%	72%	87%	92%	75%
Have broadband access to the Internet at home	73%	84%	65%	88%	94%	75%
Forward links and email to friends/family	69%	80%	60%	87%	92%	75%
Read newspapers or magazines online	66%	78%	57%	92%	95%	84%
Play online games	57%	69%	47%	21%	27%	7%
Download video and/or audio	53%	72%	39%	71%	84%	43%
Have wireless capability	53%	66%	42%	76%	85%	55%
Post ratings or comments online	46%	65%	31%	57%	66%	38%
Listen to online radio	44%	55%	35%	46%	53%	29%
Social network member	44%	100%	0%	69%	100%	0%
Upload video and/or audio	33%	48%	21%	42%	50%	23%
Post to other blogs	28%	46%	15%	45%	55%	23%
Use widgets	19%	30%	10%	30%	39%	11%
Maintain a blog or your own web site	19%	34%	7%	44%	52%	27%
Subscribe to RSS feeds	18%	28%	10%	45%	58%	16%
Use Twitter or other micro-blogging sites	5%	10%	2%	20%	27%	4%

Consultants still misinterpret signals from the voters and over-estimate the effectiveness of online contribution appeals and asking people to submit their email for updated candidate information. While 54% of active social members and 48% of those who are members and less frequently update view online video about candidates, only 7% of consultants think online video is effective for reaching the loyal base and 11% think online video is effective for reaching swing, Independent and undecided voters. Even people who are not members of a social net are three times as likely to view online video about candidates as the consultants predict would be interested.

What voters have done (by social network status) vs. what consultants think is effective						
	Voters				Consultants	
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member	Effective for reaching Loyal base (Among Top 3)	Effective for reaching swing and Independent (Among Top 3)
Visited a candidate web site	41%	57%	49%	32%	25%	22%
Viewed online videos about candidates	40%	54%	48%	32%	7%	11%
Read a blog about politics or candidates	27%	42%	36%	18%	8%	4%
Clicked on an online political ad	18%	32%	19%	13%	5%	11%
Submitted an email address in order to receive candidate information	17%	26%	22%	12%	46%	13%

Taking a closer look at consultants who are members of social nets shows that those who are active members themselves are 17% more likely to have no hesitations for using the Internet for clients than those who are not members.

% consultants with and without hesitations for using Internet for clients' political goals (by social network status)				
	Total Consultants	Member and frequently updates	Member but does not frequently update	Non Member
Hesitation	65%	66%	61%	71%
No hesitation	35%	34%	39%	29%

4. A nearly equal number of active social net members (63%) say that television and cable ads are as effective as the official candidate web site (62%) to get their attention. The most active social net members tend to use traditional media significantly less than the average voter.

Close behind are debates for this active group of social networkers. For non members of a social net, television ads and debates are seen as effective by at least half and 45% say the official web site gets their attention.

Online ads are seen as more effective than newspaper ads by active social net members. Every category of activity is higher for social net members than non members, suggesting perhaps that social net members are more curious in general and interested in news and what others are saying. Active social net members show the highest interest in text messaging, far more than the average voter.

Best ways to get voters' attention (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Television/cable ads	63%	63%	64%	62%
Debates	57%	60%	62%	53%
Official web site	51%	62%	58%	45%
Word of mouth	39%	49%	47%	33%
Direct mail	31%	34%	30%	31%
Newspaper ads	29%	31%	28%	30%
Radio ads	26%	27%	27%	25%
Online ads	25%	35%	27%	21%
E-mail from candidate or celebrity endorser	22%	33%	23%	19%
Webcasts	20%	30%	24%	15%
Yard signs and outdoor billboards	20%	26%	21%	17%
Independent blog posting	16%	30%	20%	10%
Social networking sites	15%	36%	20%	7%
Viral video about a candidate	14%	28%	18%	9%
Phone	9%	15%	7%	8%
Text messaging	5%	11%	3%	4%

These active social networkers use the Internet significantly more than those who are not members of any social net.

- Active social net members are twice as likely to use blogs as a news source than non members.
- All social net members are over 40% more likely to use web sites for news than non members.
- Active social net members are 27% less likely to use local television than non members to find out about news.
- Less than one in ten active social net members rely on social nets for news.

Voters' most relied upon news sources (% among their top 3) (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Local television	46%	36%	45%	49%
Newspapers	45%	39%	40%	48%
Network television	38%	32%	36%	40%
Cable news	36%	35%	35%	36%
Web sites	35%	43%	42%	30%
Friends and family	20%	21%	23%	19%
Radio	19%	16%	19%	20%
Debates	12%	14%	12%	12%
Candidate commercials	9%	10%	8%	8%
Search engine	8%	10%	8%	8%
E-mail	8%	11%	8%	8%
Magazines	7%	7%	6%	7%
Blogs	6%	8%	7%	4%
People from work	5%	5%	5%	5%
Online social networks	4%	10%	4%	2%
Books	1%	2%	0%	1%

Compared to 2007, interest among those belonging to a social network has shifted with a 54% drop in magazine interest, 28% drop in those selecting radio as a trusted news source, and newspapers showing a 9% drop as a news source. National television shows a 25% jump in growth as well as in interest in local television and cable. Interest in the Internet as a news source rose 10% with members of social nets.

Voters' most relied upon news sources (% among their top 3) (historical comparison)						
	Total Voters		Members		Non Member	
	2007	2008	2007	2008	2007	2008
Local television	41%	46%	39%	42%	44%	49%
Newspapers	45%	45%	44%	40%	50%	48%
Network television	29%	38%	28%	35%	35%	40%
Cable news	34%	36%	33%	35%	38%	36%
Web sites	37%	35%	38%	42%	32%	30%
Friends and family	23%	20%	25%	22%	18%	19%
Radio	28%	19%	26%	18%	32%	20%
Debates	N/A	12%	N/A	13%	N/A	12%
Candidate commercials	8%	9%	8%	9%	10%	8%
E-mail	11%	8%	11%	9%	11%	8%
Search engine	8%	8%	8%	9%	8%	8%
Magazines	11%	7%	13%	6%	7%	7%
Blogs	7%	6%	8%	7%	5%	4%
People from work	6%	5%	7%	5%	3%	5%
Online social networks	6%	4%	7%	6%	2%	2%
Books	3%	1%	3%	1%	2%	1%

5. Social net members are less influenced by television and more influenced by Internet information than the general voter. Active social net members are 75% more likely than non members and 33% more likely than all voters to be influenced by Internet information.

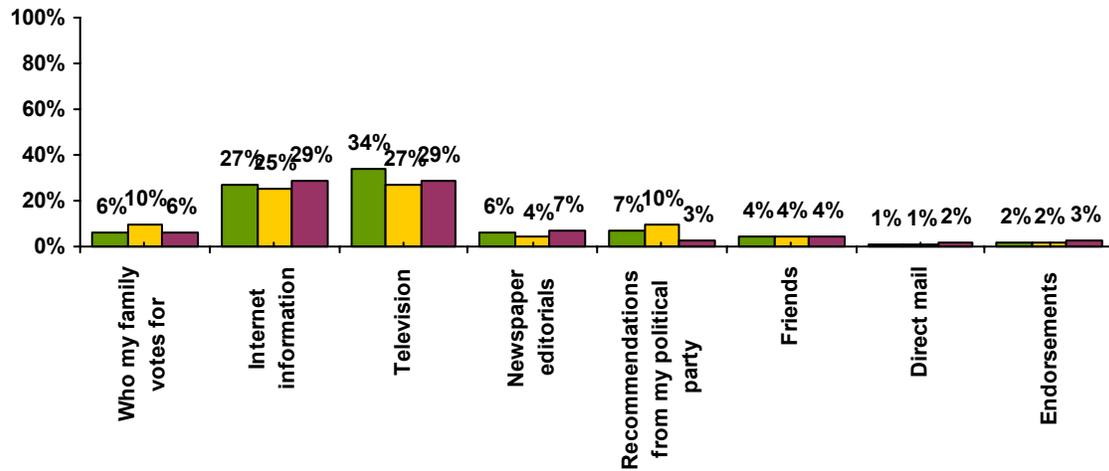
There is remarkable consistency across all categories of social net membership when evaluating how voters make decisions. Only when we look at social net membership by party affiliation do we see distinct differences in influences, with Republicans nearly twice as likely to vote for the family favorite and Democrats clearly favoring television.

Most likely effect on voters' voting decision (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Television	34%	30%	31%	37%
Internet information	21%	28%	26%	16%
Who my family votes for	7%	7%	7%	7%
Newspaper editorials	6%	5%	5%	7%
Recommendations from my political party	5%	6%	6%	5%
Friends	5%	6%	4%	5%
Endorsements	3%	3%	2%	3%
Direct mail	2%	2%	1%	3%
Phone calls from campaign volunteers	0%	1%	0%	0%

Most likely effect on social network members' vs. non members' voting decision among voters (by political affiliation)												
	Total Members			Member and frequently updates			Member but does not frequently update			Non Member		
	Dem	Rep	Ind	Dem	Rep	Ind	Dem	Rep	Ind	Dem	Rep	Ind
Who my family votes for	6%	10%	6%	7%	9%	6%	5%	11%	6%	6%	10%	4%
Internet information	27%	25%	29%	25%	31%	35%	27%	22%	27%	15%	15%	20%
Television	34%	27%	29%	36%	21%	28%	34%	30%	29%	41%	33%	34%
Newspaper editorials	6%	4%	7%	4%	7%	7%	7%	2%	7%	7%	7%	7%
Recommendations from my political party	7%	10%	3%	6%	9%	1%	7%	10%	3%	5%	8%	2%
Friends	4%	4%	4%	7%	5%	6%	3%	4%	4%	5%	4%	5%
Direct mail	1%	1%	2%	3%	1%	4%	1%	1%	2%	2%	3%	2%
Phone calls from campaign volunteers	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%
Endorsements	2%	2%	3%	2%	4%	3%	2%	1%	3%	4%	3%	3%

**% Of Social Network Members Based On What Affects Voting Decision
(by political affiliation)**

■ Democrats ■ Republicans ■ Independents



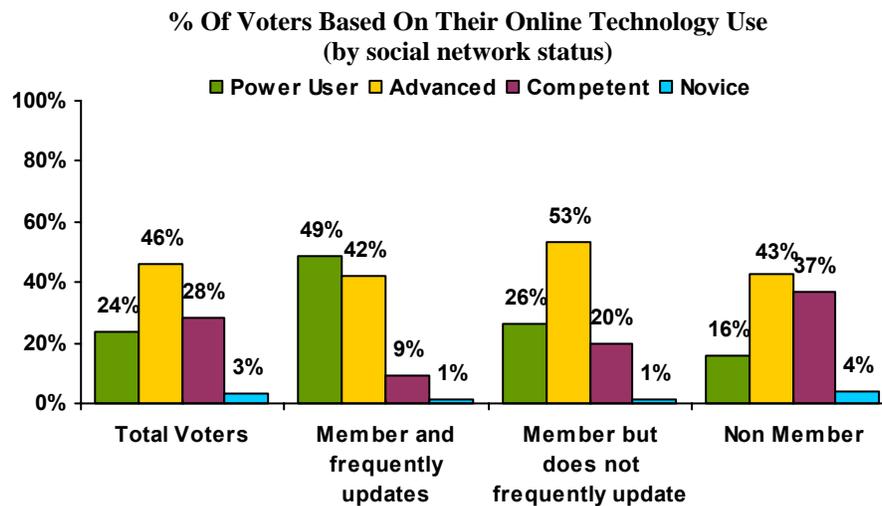
6. Active social net members, compared to non members, are nearly 4 times more likely to post to blogs and use widgets, more than twice as likely to post ratings and comments, and seven times more likely to have their own blog.

Active social net members are clearly more active across a wide range of Internet activities than the average voter and non members of social nets. Those who are not as active but still members of a social net are 24% more likely to make online purchases than active social net users; Maybe they have more time because they are not concentrating on their social net updates.

Characteristics of voters (by social network status)				
	Total	Member and frequently updates	Member but does not frequently update	Non Member
Use email	92%	95%	97%	89%
Make online purchases	79%	85%	89%	72%
Have broadband access to the Internet at home	73%	84%	84%	65%
Forward links and email to friends/family	69%	80%	80%	60%
Read newspapers or magazines online	66%	81%	77%	57%
Play online games	57%	73%	68%	47%
Download video and/or audio	53%	75%	70%	39%
Have wireless capability	53%	73%	63%	42%
Post ratings or comments online	46%	73%	62%	31%
Listen to online radio	44%	63%	52%	35%
Social network member	44%	100%	100%	0%
Upload video and/or audio	33%	61%	43%	21%
Post to other blogs	28%	57%	41%	15%
Use widgets	19%	40%	25%	10%
Maintain a blog or your own web site	19%	49%	27%	7%
Subscribe to RSS feeds	18%	36%	24%	10%
Use Twitter or other micro-blogging sites	5%	20%	6%	2%

Active social net members tend to be twice as likely to be Power Users of online technology as the average voter.

% of voters based on online technology competence (by social network status)				
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member
Power User - Staying on the leading edge of the Internet	24%	49%	26%	16%
Advanced - Maintaining awareness of changes in online technology	46%	42%	53%	43%
Competent - Satisfied with basic online technology to get the job done	28%	9%	20%	37%
Novice - Limited ability to take advantage of all online technology	3%	1%	1%	4%



- 7. Power Users of online technology are more involved with social net sites with the exception of MySpace, which seems to attract more novice computer users. Those competent or novice users focus on the two most popular sites, Facebook and MySpace, while Power Users are more diverse in their participation in online social networks.**

Social net membership numbers for voters shows wide variance between Power Users and those less experienced as well as those politically active and those not as engaged.

Social network sites to which voters belong (by self-described online technology competence)					
	Total Members	Power User	Advanced	Competent	Novice
MySpace	76%	76%	75%	78%	93%
Facebook	55%	67%	52%	41%	43%
LinkedIn	15%	22%	13%	6%	7%
Live Journal	11%	16%	10%	5%	0%
Digg	8%	15%	5%	4%	0%
Twitter	5%	11%	2%	3%	0%
Eventful	2%	4%	2%	1%	0%
Other	11%	8%	12%	16%	0%

Social network sites to which voters belong (by self-described level of political activism)				
	Total Members	Very politically active	Occasionally active in politics	Not active other than voting
MySpace	76%	77%	75%	76%
Facebook	55%	63%	55%	52%
LinkedIn	15%	22%	16%	11%
Live Journal	11%	17%	12%	7%
Digg	8%	15%	8%	5%
Twitter	5%	13%	4%	3%
Eventful	2%	7%	2%	1%
Other	11%	6%	12%	12%

Looking at social net usage by gender and age reveals that those 18-64 use Twitter at about the same rate, men are twice as likely to be on LinkedIn and women outnumber men using MySpace and LiveJournal.

Social network sites to which voters belong (by gender and by age)								
	Gender		Age					
	Male	Female	18-24	25-34	35-54	55-64	65-74	75+
MySpace	68%	79%	65%	80%	77%	66%	87%	100%
Facebook	60%	53%	85%	59%	44%	41%	20%	0%
LinkedIn	23%	12%	9%	18%	15%	13%	0%	0%
Live Journal	9%	12%	15%	13%	9%	5%	0%	0%
Digg	13%	6%	9%	10%	6%	10%	0%	0%
Twitter	7%	5%	5%	6%	5%	6%	0%	0%
Eventful	3%	2%	2%	4%	2%	0%	0%	0%
Other	10%	11%	5%	7%	14%	22%	20%	0%

Looking at party affiliation of social net members we see more Democrats blogging on Live Journal. The highest concentration of Independents (74%) is on MySpace though over 50% are also using Facebook.

Social network sites to which voters belong (by political affiliation)						
	Total Members	Democrats	Republicans	Independents	Liberals	Prefer not to say
MySpace	76%	79%	72%	74%	65%	71%
Facebook	55%	55%	55%	54%	65%	55%
LinkedIn	15%	15%	17%	13%	26%	12%
Eventful	2%	3%	2%	1%	3%	3%
Live Journal	11%	13%	7%	10%	23%	11%
Twitter	5%	6%	5%	4%	10%	4%
Digg	8%	7%	8%	9%	26%	6%
Other	11%	10%	11%	12%	10%	11%

Social network sites to which voters belong (by battleground states)										
	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
MySpace	76%	79%	78%	84%	79%	68%	67%	68%	74%	75%
Facebook	55%	57%	60%	56%	56%	61%	68%	45%	47%	53%
LinkedIn	15%	23%	16%	18%	10%	20%	13%	13%	12%	20%
Eventful	2%	3%	1%	2%	3%	3%	3%	0%	1%	2%
Live Journal	11%	14%	12%	6%	17%	11%	12%	7%	8%	11%
Twitter	5%	7%	5%	4%	7%	3%	7%	3%	6%	6%
Digg	8%	7%	9%	13%	9%	7%	9%	5%	5%	12%
Other	11%	11%	9%	12%	14%	8%	9%	10%	13%	9%

Corresponding numbers for consultants and their social net membership shows greater participation in social nets than the general voter population in sites such as Facebook, LinkedIn, Twitter, Digg and Eventful.

Social network sites to which consultants belong (by candidate organizations)				
	Total Consultants	Democratic Candidates	Republican Candidates	Independent Candidates
Facebook	80%	78%	79%	61%
LinkedIn	80%	85%	79%	74%
MySpace	53%	53%	49%	39%
Twitter	27%	23%	33%	17%
Digg	20%	23%	23%	22%
Eventful	5%	7%	0%	0%
Live Journal	3%	3%	3%	0%
Other	14%	16%	8%	13%

It turns out that consultants are more worried about their email than voters, though active social net members keep pace with consultants. When it comes to updating social net pages, consultants again keep pace with the most active social net members.

Voters' vs. consultants' frequency of checking email (by voter social network status and by consultants' candidate organizations)								
	Voters				Consultants			
	Total Voters	Member and frequently updates	Member but does not frequently update	Non Member	Total Consultants	Democratic Candidates	Republican Candidates	Independent Candidates
Multiple times per day	81%	94%	87%	75%	93%	93%	94%	92%
Daily	17%	6%	13%	23%	6%	6%	6%	5%
Weekly	1%	0%	1%	1%	1%	1%	0%	3%
Monthly	0%	0%	0%	0%	0%	0%	0%	0%
Less often than once a month	0%	0%	0%	0%	0%	0%	0%	0%

Voters' frequency of checking email (by battleground states)										
	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Multiple times per day	81%	82%	84%	78%	80%	82%	83%	84%	78%	86%
Daily	17%	17%	14%	22%	20%	17%	16%	14%	21%	13%
Weekly	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%
Monthly	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less often than once a month	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Consultants working with Democrats are 24% more likely to frequently update social net pages than those working with Republicans. Updating social net pages seems to be something that varies by state in some interesting ways. One in four Californians update at least daily while more than one in three in Michigan and New York do so.

Voters' vs. consultants' frequency of updating social network pages (by voter social network status and by consultants' candidate organizations)							
	Voters			Consultants			
	Total Voters	Member and frequently updates	Member but does not frequently update	Total Consultants	Democratic Candidates	Republican Candidates	Independent Candidates
Multiple times per day	12%	39%	0%	14%	16%	10%	9%
Daily	19%	61%	0%	17%	15%	15%	13%
Weekly	32%	0%	45%	30%	30%	31%	26%
Monthly	17%	0%	24%	15%	11%	23%	22%
Less often than once a month	21%	0%	30%	24%	28%	21%	30%

Voters' frequency of updating social network pages (by battleground states)										
	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Multiple times per day	12%	14%	12%	17%	14%	14%	13%	7%	8%	7%
Daily	19%	11%	15%	16%	23%	19%	24%	26%	21%	23%
Weekly	32%	35%	33%	21%	36%	33%	35%	40%	29%	35%
Monthly	17%	14%	20%	27%	9%	10%	12%	11%	23%	15%
Less often than once a month	21%	26%	20%	19%	18%	24%	17%	15%	19%	20%

E-Voter Institute will continue to investigate the relationship between online social networks and political activism. We expect a wider selection of social network sites to come on the scene with new tools to help members communicate with each other. We also predict candidates and advocates will need to become more sophisticated in their approaches to the most active online social networkers in order to engage them in creating content, rating ideas and spreading the word.

COMMENTARY

Online Social Networks in Politics: Promise, Frustration and the Future

Colin Delany
epolitics.com

Is 2008 the MySpace/Facebook election? You might think so from the political attention and resources invested in online social networks in the past year or so. The top presidential campaigns all amassed much-chronicled lists of hundreds of thousands of "friends" on MySpace and Facebook, and the Obama and McCain campaigns also invested in custom social networks for supporters early on (MyBarackObama has built to hundreds of thousands of members, while McCain's equivalent never hit critical mass and died when his overall campaign first imploded in the middle of 2007).

But for all the prominence of online social networks, they haven't been as critical to this year's primaries as some had predicted. On the other hand, from the Reverend Wright clips, to "Yes We Can," to "Bomb Bomb Iran," online video has been significant in shaping the race, at times even altering the fundamental direction of a campaign. As for direct supporter communications, candidates are still more likely to send email to donors and volunteers than to use social networking sites to reach them.

Instead of social networking, the online technology that's really shaken up 2008 is fundraising. The candidates' ability to raise almost unlimited amounts of money online has been a true game-changer, allowing Barack Obama to opt out of public financing and to begin to build a significant Democratic financial advantage for the first time in political memory.

The Promise

Yet the data in the 2008 E-Voter Institute study show that online social networks SHOULD be fertile ground for political organizers for by just about any measure, users of websites such as MySpace, Facebook and LinkedIn are more likely to be politically active than average citizens. For instance, they're more likely to donate to a candidate, more likely to join a political email list, more likely to visit a candidate's site, more likely to click on a candidate's ad -- in fact, they're more likely to mention even RECEIVING political email from a friend or family member, which suggests a high degree of back-and-forth interaction about politics in their online (and probably offline) lives.

Significantly, the trend toward relatively high levels of political interest and activity holds true beyond just the top social network enthusiasts. In most cases, average MySpace/Facebook users were closer in behavior to the technically advanced social networkers than they were to people who are not members of a social network. For

whatever reason, online social networks seem to attract a disproportionate number of politically active people. (Wild conjecture: I suspect that it has both to do with the relatively young age of social networking site users in a year in which the darn kids are politically active, as well as with the natural tendency of all social spaces to attract people who are in general directed outward into the public sphere.)

The Frustration

As plenty of activists in the nonprofit and political advocacy worlds have found, using online social networks for political outreach can be extremely time-consuming. The results in terms of supporters gained, funds raised or advocacy actions taken are at times astonishing, but in many other cases they're not -- they're often no more than comparable with those gained from email list-building and other forms of online outreach, and are frequently worse. A similar situation seems to exist on the electoral side: the presidential campaigns certainly use online social networking sites, but they drive most fundraising and local organizing via email and they capture most supporters directly through their own websites.

Why the divide? If social networkers are so political active, why haven't Facebook and MySpace come to dominate the ways campaigns find, organize and mobilize supporters online? Once again, the E-Voter Survey suggests some reasons.

My Space, Indeed

The most critical E-Voter 2008 data are in the responses to the questions: "How do you expect candidates to use the Internet?" and "What are the best ways for a candidate or advocate to get your attention for the 2008 election?" In both cases, those surveyed put social networking outreach near the bottom of the list overall: only 38% expected candidates to use online social networks, vs. 60% expecting online video and 70% online fundraising. As for getting voters' attention, only 36% of hard-core MySpace and Facebook enthusiasts listed social networking sites as a top way to reach them, comparable with direct mail and only a hair above newspaper and radio advertising!

Why? I suspect that one big reason lies in the very nature of online social networking. People have a sense that these sites aren't broadcast tools, that they are indeed actual social networks. Most members limit who can see details of their lives, and except for the obsessive "friend" collectors among us, most limit their networks largely to people they actually know.

In other words, MySpace may be too aptly named for its own financial good: each page is indeed "my space" to its owner and user, and many resist intrusions on their profiles, by ignoring commercial entreaties and overwhelming paid advertising with their own installed games, videos, music and custom layouts. Note that this "problem" -- to me it sounds like a healthy response -- doesn't just exist for political marketers, since if it were easy to find paying customers for commercial products on social networking sites,

Facebook would have earned more than \$150 million off of advertising to its umpteen million users last year.

Reaching the Networked

I suspect that the most effective solutions for reaching voters via MySpace and Facebook will use the sites' strengths by treating them as actual webs of connections rather than as broadcast tools. They'll derive their power from the fact that individual links between users generally do reflect real social relationships, and that we give communications from trusted sources disproportionate weight. As some in the online advocacy field have found, if real people do real outreach through real social connections, the results can be amazing -- but often at a great cost in time. As online organizer Ivan Boothe wrote recently about his work with the Genocide Intervention Network,

"We're not simply looking for a mailing list or an ATM -- we want an educated, active movement of people interested in preventing and stopping genocide. Our members need to be able to think for themselves on the issue -- to hold events in their communities, motivate others to take action, press their elected representatives to take [a] stand -- not to simply be another name on a list, but to be a hub in an ever-expanding network."

Which is pretty far from being a one-to-many mass-communications operation: we're talking about working closely (and frequently one-on-one) with people on Facebook and similar sites over a long period of time to help build a cadre of very committed activists, something that most electoral campaigns simply can't do, because of a lack of time, money, staff or all of the above.

That being said, whether or not campaigns have the resources for in-depth social networking outreach, it's becoming painfully easy to provide basic tools to followers that let them spread the word FOR you. Campaign profile pages are free, for starters, and more and more of the standard political-world web-hosting tools are providing options (from widgets to badges to petitions) that allow campaigns to encourage supporters to become evangelists on blogs, discussion groups -- AND social networking sites.

Citizen activism is something that we've seen an explosion of in this cycle, much of it welcomed by candidates ("Yes We Can"), some of it not ("FWD: barack hussein obama is a secret muslim intent on overthrowing the government from within"). Individual citizens' use of email, Facebook, MySpace, YouTube, Twitter and every other online tool to promote their causes and candidates has exploded, and campaigns will ignore the real potential of citizen activists (including your email-forwarding uncle -- see the results of E-Voter Survey) at their own peril. Most will find it better to try to harness the beast than to live entirely at its mercy.

Plus, more-traditional mass outreach may still work in online social settings, since extensive advertising on MySpace, Facebook and LinkedIn is still relatively untested, and campaigns with the resources to buy ads targeted at their particular electoral districts may find them an effective way to tap a politically active audience. Once converted by whatever means, each site user is a potential advocate for a campaign in any communications channel he or she uses, online or off.

The Future

Some enthusiasts believe that within a few years we'll all be enveloped in a weave of online social networks from waking until dark, and in that case, online communications strategies will no doubt change. My suspicion is that social networking sites will continue to be a significant part of people's online lives, with most professionals at least having the equivalent of a LinkedIn or Facebook page, for instance. A much smaller number of us will invest big chunks of our online selves on the equivalent of profile pages, but I suspect that this will still represent a sizeable and disproportionately political (and hence valuable) audience.

And as television commercials and other mass-audience channels steadily lose effectiveness, campaigns may NEED the potential evangelists that social networking sites naturally draw in -- building an army of active and aggressive supporters may be the only way to cut through the endless clutter of media saturation and reach actual voters. But, that's a story for another day.

Election 08...On the Road to Social Media Optimization

Kevin O’Neill
Grassroots Enterprise

If there is one political cliché that defines the 2008 election it is “change,” as presidential candidates fight over who will emerge as the agent of change for this nation. Since 2000, the Internet and technology have emerged as the agents of change in political communications by fostering a range of innovations and tools in organizing, fundraising, and messaging while traditional political communications remain unchanged, augmented by technology, or decreased in efficacy. A new constant in political communications is change fostered by the Internet and technology.

The latest technology trend in this election is the use of social networking to augment political messaging and organization. Presidential campaigns are maintaining presences in general social networking sites, a multitude of niche social marketing sites, and creating their own social networking spaces.

According to the 2008 E-Voter Survey, when consultants were asked how will candidates use the Internet, social networking ranked the lowest compared to more traditional online tactics such as blogging, web video, and email. When ranking methods to get attention for candidates in the 2008 election, once again, social networking ranked towards the bottom only above phones, viral videos and text messaging. Consultants’ perspective may change once the electorate becomes more involved leading up to November, as there will be a sharp increase in election-focused activity across social networks, but it also depends on how effectively the campaigns will utilize social networks.

Social Media Strategies

Throughout the primaries and the general election, campaigns continue to experiment in these online communities where tens of millions of voters are constantly interacting with their friends and colleagues. For instance, John Edwards’s campaign overextended their social networking efforts by aggressively establishing presences in over 20+ social sites, only to have minimal presence in the majority of them – a questionable use of resources and selection of sites. Each party nominee rolled out a Facebook application to limited success with McCain’s Pork Invaders application, and Obama rolled out a content-focused Digg-like application. Both campaigns are coordinating with the multitude of supporter groups formed on Facebook and MySpace. Early in the primaries, administrators of the Students for Obama Facebook group brought thousands of students to Obama rallies in Iowa and Virginia.

Presidential campaigns are taking an overall three-prong approach to social networking:

- **General** – Establishing presences and reaching out to supporters in more mainstream social networks.

Sample Sites: Facebook, MySpace, LinkedIn

With tens of millions of voters on these communities combined, campaigns cannot afford to ignore these networks that allow members to see the activities of their friends in a feed. The key for these candidates is to encourage action and content that is seen in their supporters' feeds (supporting a candidate, sharing a campaign video, attending a campaign event, etc.). See the E-Voter 2008 research for more about who is using these general social networks.

- **DIY (Do-It-Yourself)** – Creating their own social network-like spaces to serve as online campaign headquarters for the most ardent supporters.

Sample Sites: My.BarackObama.com / McCainSpace.com

These home-brewed social networks allow volunteers to connect, organize, and take action. Their functionalities are more limited than general social networks, but they are highly focused on campaign actions (phone calls, register to vote, and meetings), so they are ideal for the most ardent supporters, not the casual supporters.

- **Niche** – Establishing presences with a specific demographic or affinity group.
Sample Sites: Glee.com (LGBT), BlackPlanet.com (African-Americans), and Faithbase.com (Christians)

Barack Obama established a number of demographic-specific social networking presences most notably achieving nearly half-a-million BlackPlanet.com members. Social network publishing tools like Ning and KickApps foster the creation of tens of thousands of very specific communities such as FirefighterNation.com or NavyVets.com. There is ample opportunity for candidates to hyper-target supportive niche networks, as well as reach out to specific professions/niches through advertising on more general sites like LinkedIn, MySpace or Facebook.

Social Media Optimization (SMO)

Campaigns need to structure their online efforts to both identify supporters on social networks and enable the sharing of their content on social networks.

In the last two election cycles, campaigns focused on building the largest email list to motivate their supporters to take action. Campaigns must know what social networks their supporters are on to direct action through these channels.

SMO tactics for websites:

- On signup forms, provide a field for supporters to identify social networks they are on.
- Create email and website footers which feature social networking logos with trackable links to tag supporters who click through to certain social networks.
- Feature social bookmarks on all actions and special content such as web video.
- Thank you and confirmation pages should feature messaging – “thanks for taking action, now share this action.”

Social Media Segmentation

The untapped power of social networking lies within the feed feature found on Facebook, MySpace, and LinkedIn, which displays the activities of a member’s friends. A supporter who is active on social networks is valuable to a campaign because of the potential to spread an action or message to their friends through the feed. Campaigns should segment supporters by social network, and direct them to take action within a specific social network. This makes even more sense given the E-Voter 2008 research that shows these active social network members are more likely to vote.

A campaign should not just send a general email to its list to ask supporters to watch a web video. Instead, a campaign can also send messages segmented by social network to help widen a web video’s reach. For instance, a campaign can ask known Facebook supporters to specifically share the video on Facebook, and then ask known YouTube supporters to rate and comment on the video there – overall both efforts help increase the views of the video beyond the supporter base.

The ability to reach social network supporters by email is important because outreach through a network’s group/page/profile may be limited and it varies as some networks allow messages to enter an email inbox, others don’t allow messaging at all, and others only allow a passive update which is never is pushed to an inbox.

Social networkers can truly become the special commandos of a candidate’s army of supporters, but only if they are effectively recruited, and then receive the proper orders from campaign headquarters.

CONTACT INFORMATION

We look forward to your feedback about ways to improve future surveys. Send comments and requests for additional information to:

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Sign up for our mailing list at:
<http://e-voterinstitute.com>

APPENDICES

- **APPENDIX A:**
Questions for the E-Voter Institute’s 7th Annual Survey of Political and Advocacy Communication Leaders
- **APPENDIX B:**
Questions for the E-Voter Institute’s 3rd Annual Voter Expectations Survey

APPENDIX A: E-Voter Institute’s 7th Annual Survey of Political and Advocacy Communications Leaders (2008)

1. Which methods are most effective for candidates and advocates to reach and persuade “Loyal base” voters? Please select the top THREE most effective methods.

- Events with candidate or surrogate
- TV/Cable ads
- Direct mail
- Radio ads
- Phone
- E-mail
- Newspaper ads
- Yard signs/outdoor billboards
- Online ads
- Candidate web site
- Blogs and podcasts
- Debates
- Webcasts
- Online video
- Social networking sites
- Text messaging
- Word of mouth
- Other (Please Specify) _____

2. Which methods are most effective for candidates and advocates to reach and persuade “Swing, Independent, Undecided” voters? Please select the top THREE most effective methods.

- Events with candidate or surrogate
- TV/Cable ads
- Direct mail
- Radio ads
- Phone
- E-mail
- Newspaper ads
- Yard signs/outdoor billboards
- Online ads
- Candidate web site
- Blogs and podcasts
- Debates
- Webcasts
- Online video
- Social networking sites
- Text messaging
- Word of mouth
- Other (Please Specify) _____

3. Which ONE of the following is the primary hesitation or hurdle you have with using and recommending the Internet for your clients' political/communications goals?
- Not a reach medium
 - Can not target accurately
 - The people we are looking for are not online
 - Too expensive
 - Would recommend but client is hesitant
 - Don't know how best to use it
 - Takes too much time
 - Not an emotional medium
 - Not a trusted medium
 - Not enough information available about effectiveness
 - Security concerns
 - No reason to change from what I know works
 - Other hesitation
 - No hesitations
4. If you bought or are managing an online ad campaign and/or promotion in 2008, on what kinds of sites were/are the ads most successful? Check all that apply.

	Incumbent Candidate	Candidate is the Challenger
Newspaper sites		
TV, radio, or cable related sites		
Large portal sites with mass audience		
Search engines		
Political sites		
General interest sites like travel, weather, entertainment, lifestyle		
Female oriented sites		
Male oriented sites		
Sites that appeal to younger voters		
Sites that appeal to older voters		
Sites based on ethnicity		
Sites based on religious interests		
Blogs		
Social networking sites		
Online video sites		
No online ad campaigns in 2008		

5. Please indicate which of the following constituencies are best addressed by using the Internet to achieve the campaign's goals. Check all that apply.

Conducted on the Internet	Loyal Base	Swing and Crossover Voters	Independent Voters	Undecided Voters	None of these
Fund raising					
Get out the vote					
Identify potential voters					
Build candidate contact lists					
Persuasion					
Rapid response					
Build relationships					
Recruit volunteers					
Announce events					
Name recognition					
Build momentum					
Impact favorability					

6. Select the characteristics that best describe you. Check all that apply.

- Use email
- Social network member (For example: LinkedIn, Facebook, myspace.com)
- Maintain a blog or your own web site
- Post to other blogs
- Post ratings or comments online
- Subscribe to RSS feeds
- Download video and/or audio
- Use widgets
- Upload video and/or audio
- Listen to online radio
- Forward links and email to friends/family
- Play online games
- Make online purchases of consumer goods, travel or subscriptions
- Use Twitter or other micro-blogging sites
- Read newspapers or magazines online
- Have broadband access to the Internet at home
- Have wireless capability
- None of the above

7. How often do you check your email?
- Multiple times per day
 - Daily
 - Weekly
 - Monthly
 - Less often than once a month
8. How often do you update your social network page(s)?
- Multiple times per day
 - Daily
 - Weekly
 - Monthly
 - Less often than once a month
- 8b. What social networks are you a member of? Check all that apply.
- Facebook
 - MySpace
 - LinkedIn
 - Eventful
 - Live Journal
 - Twitter
 - Digg
 - Other (Please Specify) _____
9. When, if at all, do you think the Internet will be the determining factor in your client’s success in achieving the following political/communications goals:

Activity For Which The Internet Is The Determining Factor In Clients’ Success	Now	2012	2016	NEVER
Building database of supporters				
Getting attendance for events				
Recruiting volunteers				
Building campaign awareness				
Rapid response				
Circulating petitions				
Fund raising				
Getting out the vote				
Reaching “likely” voters in the loyal base				
Reaching swing, Independent and undecided voters				
Targeting specific voter blocks				
Special interest advocacy				

10. In the coming years, what percentage of your clients' political/communications campaign budgets do you estimate will go to all Internet initiatives?

Percentage	2008	2012	2016
0%			
1%			
2-3%			
4-5%			
6-10%			
11-20%			
21-30%			
31-50%			
51% +			

11. What should be included in a candidate's Internet media budget? Check all that apply.

- Paid search
- Online display banners
- Creation of advertising specific to the web
- Internet strategy consultants
- Creation of video for posting on third party sites
- Web site development and maintenance
- Creation of material for official web site or social network site
- Online lead generation
- Email acquisition and matching
- Cost of creating television ads that are posted primarily on a candidate's site
- Other (Please Specify) _____

12. Which of the following methods are effective for candidates and advocates to reach and persuade the following groups of people? Check all that apply.

	Liberal Activists	Social Conservatives	Latinos/ Hispanics	Blue Collar Workers	African Americans
Events with candidate or surrogate					
TV/Cable ads					
Direct mail					
Radio ads					
Phone					
E-mail					
Newspaper ads					
Yard signs/outdoor billboards					
Online ads					
Candidate web site					
Blogs and podcasts					
Debates					
Webcasts					
Online video					
Social networking sites					
Text messaging					
Word of mouth					
Other (Please Specify)					

13. Which of the following methods are effective for candidates and advocates to reach and persuade the following groups of people? Check all that apply.

	Urban	Suburban	Rural	Men	Women
Events with candidate or surrogate					
TV/Cable ads					
Direct mail					
Radio ads					
Phone					
E-mail					
Newspaper ads					
Yard signs/outdoor billboards					
Online ads					
Candidate web site					
Blogs and podcasts					
Debates					
Webcasts					
Online video					
Social networking sites					
Text messaging					
Word of mouth					
Other (Please Specify)					

14. For what kinds of organizations do you typically work? Check all that apply.

- Democratic candidates
- Republican candidates
- Independent candidates
- PACs or Trade Associations
- 527 Committees
- Unions
- For-Profit businesses
- Not-For-Profit organizations
- Organizations outside the U.S.
- Other (Please Specify) _____

15. How many years of experience do you have working in politics or public affairs?

- Less than 1
- 1-5
- 6-15
- 16-25
- 26-35
- More than 35

APPENDIX B: E-Voter Institute's 3rd Annual Voter Expectations Survey (2008)

1. How do you expect candidates to use the Internet? Check ALL that apply.
 - Official web site
 - Fund raising
 - E-mail
 - Online ads
 - Webcasts of events
 - Blogs and podcasts
 - Television ads on the official web site
 - Campaign web video on other sites
 - Participate in social networking sites
 - Other (Please Specify) _____

2. What are the best ways for a candidate or advocate to get your attention for the 2008 election? Check all that apply.
 - Television or cable ads
 - Direct mail
 - Online ads
 - E-mail from candidate or celebrity endorser
 - Newspaper ads
 - Social networking sites
 - Phone
 - Official web site
 - Viral video about a candidate
 - Radio ads
 - Webcasts
 - Debates
 - Independent blog posting
 - Text messaging
 - Yard signs and outdoor billboards
 - Word of mouth
 - Other (Please Specify) _____

3. How do you find out about news and current events? Check the top THREE.

- Newspapers
- Network television
- Local television
- E-mail
- Cable news
- Candidate commercials
- Search engine
- Online social networks
- Radio
- Friends and family
- Web sites
- Debates
- Magazines
- Blogs
- Books
- People from work
- Other (Please Specify) _____

4. Which of the following have you done? Check all that apply.

- Donated to a candidate or cause online
- Submitted an email address in order to receive candidate information
- Searched online for additional information about politics
- Clicked on an online political ad
- Attended a political event
- Volunteered for a political campaign
- Told a friend or family to vote for a candidate or initiative
- Forwarded links or email to friends/family about political issues
- Participated in an online discussion about politics
- Visited a candidate's web site
- Read a blog about politics or candidates
- Viewed online videos about candidates
- Received email from friends or family about politics
- Sent an email to a candidate or politician about your concerns
- None of the above

5. What has the most effect on your decision about who to vote for?
 - Who my family votes for
 - Internet information
 - Television
 - Newspaper editorials
 - Recommendations from my political party
 - Friends
 - Direct mail
 - Phone calls from campaign volunteers
 - Endorsements
 - Other (Please Specify) _____

6. What best describes your use of online technology?
 - Power User - Staying on the leading edge of the Internet
 - Advanced - Maintaining awareness of changes in online technology
 - Competent - Satisfied with basic online technology to get the job done
 - Novice - Limited ability to take advantage of all online technology

7. Select the characteristics that best describe you. Check all that apply.
 - Use email
 - Social network member (For example: LinkedIn, Facebook, myspace.com)
 - Maintain a blog or your own web site
 - Post to other blogs
 - Post ratings or comments online
 - Subscribe to RSS feeds
 - Download video and/or audio
 - Use widgets
 - Upload video and/or audio
 - Listen to online radio
 - Forward links and email to friends/family
 - Play online games
 - Make online purchases of consumer goods, travel or subscriptions
 - Use Twitter or other micro-blogging sites
 - Read newspapers or magazines online
 - Have broadband access to the Internet at home
 - Have wireless capability
 - None of the above

8. How often do you check your email?
 - Multiple times per day
 - Daily
 - Weekly
 - Monthly
 - Less often than once a month

9. How often do you update your social network page(s)?
- Multiple times per day
 - Daily
 - Weekly
 - Monthly
 - Less often than once a month
- 9b. What social networks are you a member of? Check all that apply.
- Facebook
 - MySpace
 - LinkedIn
 - Eventful
 - Live Journal
 - Twitter
 - Digg
 - Other (Please Specify) _____
10. Do you intend to vote in the general election in November 2008?
- Yes
 - No
 - Not sure
11. Which of the following best describes your political affiliation?
- Democrat
 - Republican
 - Independent
 - Libertarian
 - Prefer not to say
12. How would you describe your level of political activism?
- Very politically active
 - Occasionally active in politics
 - Not engaged in political activities other than voting
13. Which of the following best describes your beliefs regarding general issues?
- I am very liberal
 - I am somewhat liberal
 - I am moderate
 - I am somewhat conservative
 - I am very conservative
14. Gender:
- Male
 - Female

15. Age:

- 18-24
- 25-34
- 35-54
- 55-64
- 65-74
- 75+
- Prefer not to answer

16. State: _____