



## **Rhetoric, Reality and the Internet: What Do Voters Really Want?**

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

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- **Voters are tech savvy with a broad acceptance of Internet tools. Those highly politically active are more likely to take action online. Consultants are equally tech savvy but not as likely to recommend the Internet.**
- **Voters expect political candidates to utilize Internet technology to maintain an official web site, raise money and place their television ads online. Close behind are online ads and webcasts.**
- **The web is changing the face of activism. In general, voters are more likely to use the Internet to research and view candidate materials and tell others about what they discover, than to pursue more active political actions such as donating or submitting an email address in order to receive information from a candidate.**
- **Independents, as expected, are the least likely to be politically active as it would seem to be harder for them to figure out whom to be active for.**
- **Independents tend to rely on local television, newspapers and web sites as their top news sources. In general, cable news is just about equal to web sites as a trusted news sources for all voters.**
- **Television still has the most effect on how all voters make up their minds about who to vote for, though the Internet is not far behind. This holds true across party and gender lines.**
- **Television and cable advertising, debates and official candidate web sites are the most effective methods for getting the attention of voters.**
- **Online technology competence is more a factor of age and gender than party affiliation.**

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## **INTRODUCTION**

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E-Voter Institute began studying voters in 2006 when there was ample evidence that the online world was representative of all voters. We realized that our original focus on the political consultants was only telling part of the story and there was need to further probe the changes in the political landscape.

The E-Voter Institute's **3<sup>rd</sup> Annual Survey of Voter Expectations** reveals there is an increasing gap between expectations of voters and those of consultants particularly as it applies to the use of web tools. The Internet has become a mass medium for some voters and a way to dig deep into relevant information for others. This report will investigate voters and their Internet behavior, as well as what influences voters as they make decisions about candidates and ballot initiatives.

Understanding the universe of voters who are online should provide consultants and media strategists with a better sense of how voters in general are changing in their media habits, sense of entitlement, and interest in participating in the political process. This research reveals defining characteristics of those who are most active online.

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 in the campaign process.

To broaden the view of these findings, we asked Robert Arena, pioneer in the online political world, Chris Jennewein, online newspaper insider, and Ben Katz, expert on the use of online communications for fundraising to contribute short essays. We appreciate their thoughtful views.

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 **3<sup>rd</sup> 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.

In nine battleground states we had sufficient responses to allow us to drill down and look at some of the key differences in the analysis that follows.

% of voters from each of the battleground states	
California (CA)	9%
Florida (FL)	6%
Illinois (IL)	4%
Michigan (MI)	4%
New Jersey (NJ)	4%
New York (NY)	8%
Ohio (OH)	4%
Pennsylvania (PA)	10%
Texas (TX)	6%

Intent to vote (by battleground states)										
Intent to Vote	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Yes	86%	88%	90%	85%	84%	88%	84%	89%	89%	82%
No	5%	4%	4%	6%	4%	2%	7%	6%	5%	4%
Not sure	9%	8%	7%	9%	12%	10%	9%	5%	7%	13%

<b>Gender (by battleground states)</b>										
Gender	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Male	30%	39%	32%	29%	24%	37%	35%	29%	28%	24%
Female	70%	61%	68%	71%	76%	63%	65%	71%	72%	76%

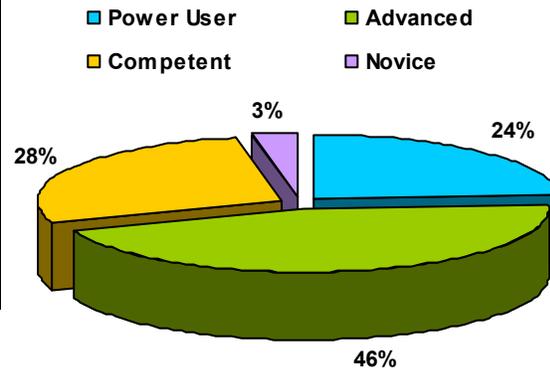
<b>Age (by gender and battleground states)</b>												
Age	Total	Males	Females	CA	FL	IL	MI	NJ	NY	OH	PA	TX
18-24	10%	14%	8%	15%	9%	12%	10%	10%	11%	8%	8%	11%
25-34	26%	28%	25%	31%	19%	26%	23%	33%	27%	30%	21%	27%
35-54	49%	42%	52%	41%	54%	46%	53%	45%	47%	49%	50%	46%
55-64	12%	12%	13%	9%	14%	13%	13%	10%	11%	11%	15%	14%
65-74	2%	3%	2%	3%	3%	2%	1%	1%	3%	2%	5%	2%
75+	1%	1%	1%	0%	1%	0%	0%	2%	1%	0%	2%	0%

<b>Political Affiliation (by battleground states)</b>										
Political Affiliation	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Democrat	43%	46%	42%	44%	42%	38%	48%	46%	56%	33%
Republican	25%	25%	27%	25%	18%	24%	21%	23%	24%	30%
Independent	23%	23%	22%	21%	23%	26%	22%	21%	13%	24%
Libertarian	1%	1%	1%	0%	2%	1%	2%	2%	0%	2%
Prefer not to say	8%	6%	7%	9%	15%	12%	8%	8%	6%	11%

<b>Ideology (by battleground states)</b>										
Ideology	Total	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Very liberal	12%	14%	12%	9%	11%	10%	15%	9%	12%	10%
Somewhat liberal	21%	24%	21%	20%	24%	22%	26%	15%	25%	20%
Somewhat conservative	16%	15%	15%	15%	11%	18%	14%	18%	14%	17%
Very conservative	9%	8%	5%	6%	9%	6%	7%	8%	6%	13%
Moderate	42%	39%	47%	50%	45%	45%	38%	50%	43%	40%

All respondents were asked to indicate their level of technology competence. In the following analysis, only the 24% calling themselves Power Users are included in some of the findings which take into account level of political activism.

<b>% of voters based on online technology competence</b>	
Power User - Staying on the leading edge of the Internet	24%
Advanced - Maintaining awareness of changes in online technology	46%
Competent - Satisfied with basic online technology to get the job done	28%
Novice - Limited ability to take advantage of all online technology	3%

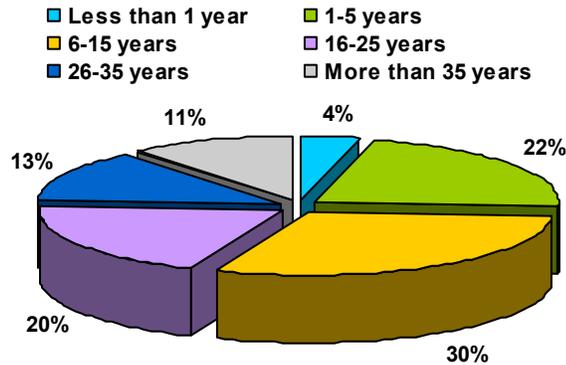


<b>% of respondents based on political activism</b>		
	Total	Power Users
Very politically active	14%	28%
Occasionally active in politics	38%	43%
Not engaged in political activities other than voting	47%	29%

A total of 178 consultants completed the E-Voter Institute’s 7<sup>th</sup> Annual Survey of **Political and Advocacy Communications Leaders**. The distribution across types of clients and years in business is indicated below.

<b>% of consultants who work for the following organizations</b>	
Democratic candidates	60%
Republican candidates	35%
Independent candidates	21%
PACs or Trade Associations	31%
527 Committees	22%
Unions	28%
For-Profit businesses	34%
Not-For-Profit organizations	58%
Organizations outside the U.S.	8%

<b>% of consultants with years experience in politics or public affairs</b>	
Less than 1	4%
1-5	22%
6-15	30%
16-25	20%
26-35	13%
More than 35	11%



## FINDINGS

- 1. Voters are tech savvy with a broad acceptance of Internet tools. Those highly politically active are more likely to take action online. Consultants are equally tech savvy but not as likely to recommend the Internet.**

This survey of 4801 people 18+ shows that a vast majority of voters use email and make online purchases. Two out of three people forward links and email to friends and family and read newspapers online. Over half play online games and download video and/or audio. Three quarters have broadband access at home and fifty percent have wireless capability.

Those who are most politically active show less interest in email and significantly more interest in posting ratings or comments and downloading video or audio. Those who are not engaged in political activities other than voting show the least interest in online newspapers, downloading and uploading video, posting comments and ratings and blogging. They are also the least likely to be members of an online social network.

<b>Characteristics of voters (by self-described level of political activism)</b>				
	<b>Total</b>	<b>Very politically active</b>	<b>Occasionally active in politics</b>	<b>Not active other than voting</b>
<b>Use email</b>	<b>92%</b>	<b>85%</b>	<b>92%</b>	<b>94%</b>
<b>Make online purchases</b>	<b>79%</b>	<b>75%</b>	<b>81%</b>	<b>78%</b>
<b>Have broadband access to the Internet at home</b>	<b>73%</b>	<b>73%</b>	<b>75%</b>	<b>72%</b>
<b>Forward links and email to friends/family</b>	<b>69%</b>	<b>68%</b>	<b>71%</b>	<b>67%</b>
<b>Read newspapers or magazines online</b>	<b>66%</b>	<b>73%</b>	<b>74%</b>	<b>58%</b>
<b>Play online games</b>	<b>57%</b>	<b>55%</b>	<b>61%</b>	<b>55%</b>
<b>Download video and/or audio</b>	<b>53%</b>	<b>62%</b>	<b>60%</b>	<b>45%</b>
<b>Have wireless capability</b>	<b>53%</b>	<b>59%</b>	<b>58%</b>	<b>46%</b>
<b>Post ratings or comments online</b>	<b>46%</b>	<b>57%</b>	<b>53%</b>	<b>37%</b>
<b>Listen to online radio</b>	<b>44%</b>	<b>55%</b>	<b>50%</b>	<b>36%</b>
<b>Social network member</b>	<b>44%</b>	<b>53%</b>	<b>49%</b>	<b>37%</b>
<b>Upload video and/or audio</b>	<b>33%</b>	<b>42%</b>	<b>40%</b>	<b>25%</b>
<b>Post to other blogs</b>	<b>28%</b>	<b>45%</b>	<b>34%</b>	<b>19%</b>
<b>Use widgets</b>	<b>19%</b>	<b>27%</b>	<b>22%</b>	<b>14%</b>
<b>Maintain a blog or your own web site</b>	<b>19%</b>	<b>29%</b>	<b>22%</b>	<b>13%</b>
<b>Subscribe to RSS feeds</b>	<b>18%</b>	<b>30%</b>	<b>21%</b>	<b>12%</b>
<b>Use Twitter or other micro-blogging sites</b>	<b>5%</b>	<b>15%</b>	<b>5%</b>	<b>2%</b>

Voters self-identified as politically active and Power Users of technology are inclined to be more active online by posting ratings and comments, uploading material, maintaining their own blog and posting on others. Those Power Users not politically active seem to spend more time on email, making online purchases and reading newspapers and magazines online.

<b>Characteristics of online Power Users (by self-described level of political activism)</b>		
	<b>Politically active Power User</b>	<b>Not politically active Power User</b>
<b>Use email</b>	<b>83%</b>	<b>92%</b>
<b>Have broadband access to the Internet at home</b>	<b>78%</b>	<b>81%</b>
<b>Make online purchases of consumer goods, travel or subscriptions</b>	<b>76%</b>	<b>84%</b>
<b>Read newspapers or magazines online</b>	<b>73%</b>	<b>76%</b>
<b>Download video and/or audio</b>	<b>70%</b>	<b>72%</b>
<b>Forward links and email to friends/family</b>	<b>69%</b>	<b>73%</b>
<b>Have wireless capability</b>	<b>66%</b>	<b>73%</b>
<b>Play online games</b>	<b>65%</b>	<b>66%</b>
<b>Post ratings or comments online</b>	<b>63%</b>	<b>60%</b>
<b>Listen to online radio</b>	<b>61%</b>	<b>56%</b>
<b>Social network member</b>	<b>60%</b>	<b>61%</b>
<b>Post to other blogs</b>	<b>57%</b>	<b>42%</b>
<b>Upload video and/or audio</b>	<b>52%</b>	<b>49%</b>
<b>Subscribe to RSS feeds</b>	<b>43%</b>	<b>36%</b>
<b>Use widgets</b>	<b>39%</b>	<b>36%</b>
<b>Maintain a blog or your own web site</b>	<b>39%</b>	<b>34%</b>
<b>Use Twitter or other micro-blogging sites</b>	<b>21%</b>	<b>11%</b>

Break out by age shows some expected differences but some surprising similarities. The Internet is not just appealing to the young. This research shows that those 35+ are actually using email more than younger voters. While nearly three-quarters of the respondents 18-24 are members of an online social network, 57% of the 25-34 and 39% of the 35-54 groups are members as well. There is a strong tendency for all ages to forward links with the most active being those 55-64. Is the Internet the back fence for the older generation to share tips, gossip and news?

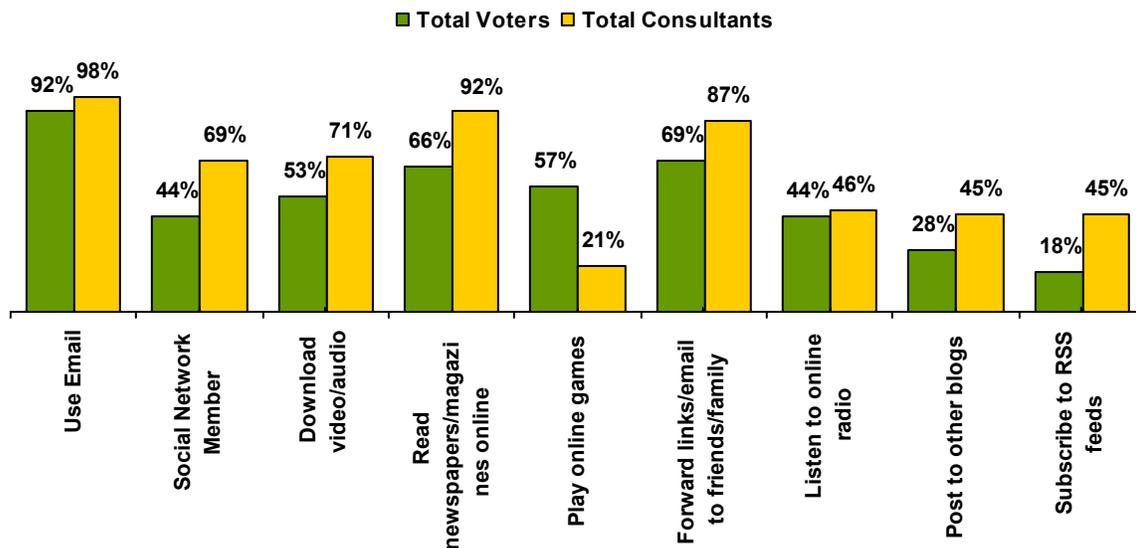
<b>Characteristics of voters (by age)</b>						
	<b>18-24</b>	<b>25-34</b>	<b>35-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
<b>Use email</b>	<b>89%</b>	<b>88%</b>	<b>94%</b>	<b>96%</b>	<b>94%</b>	<b>89%</b>
<b>Social network member</b>	<b>72%</b>	<b>57%</b>	<b>39%</b>	<b>21%</b>	<b>13%</b>	<b>4%</b>
<b>Maintain a blog or your own web site</b>	<b>27%</b>	<b>28%</b>	<b>16%</b>	<b>8%</b>	<b>2%</b>	<b>4%</b>
<b>Post to other blogs</b>	<b>30%</b>	<b>36%</b>	<b>29%</b>	<b>17%</b>	<b>10%</b>	<b>0%</b>
<b>Post ratings or comments online</b>	<b>50%</b>	<b>53%</b>	<b>46%</b>	<b>35%</b>	<b>27%</b>	<b>14%</b>
<b>Subscribe to RSS feeds</b>	<b>20%</b>	<b>22%</b>	<b>17%</b>	<b>11%</b>	<b>8%</b>	<b>7%</b>
<b>Download video and/or audio</b>	<b>69%</b>	<b>62%</b>	<b>51%</b>	<b>38%</b>	<b>29%</b>	<b>21%</b>
<b>Use widgets</b>	<b>27%</b>	<b>24%</b>	<b>17%</b>	<b>12%</b>	<b>3%</b>	<b>7%</b>
<b>Upload video and/or audio</b>	<b>39%</b>	<b>39%</b>	<b>33%</b>	<b>18%</b>	<b>18%</b>	<b>7%</b>
<b>Listen to online radio</b>	<b>51%</b>	<b>49%</b>	<b>43%</b>	<b>33%</b>	<b>31%</b>	<b>21%</b>
<b>Forward links and email to friends/family</b>	<b>57%</b>	<b>67%</b>	<b>71%</b>	<b>73%</b>	<b>68%</b>	<b>57%</b>
<b>Play online games</b>	<b>62%</b>	<b>62%</b>	<b>56%</b>	<b>52%</b>	<b>45%</b>	<b>36%</b>
<b>Make online purchases</b>	<b>74%</b>	<b>78%</b>	<b>80%</b>	<b>81%</b>	<b>78%</b>	<b>64%</b>
<b>Use Twitter or other micro-blogging sites</b>	<b>8%</b>	<b>9%</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>
<b>Read newspapers or magazines online</b>	<b>63%</b>	<b>67%</b>	<b>68%</b>	<b>62%</b>	<b>53%</b>	<b>54%</b>
<b>Have broadband access to the Internet at home</b>	<b>73%</b>	<b>73%</b>	<b>74%</b>	<b>72%</b>	<b>62%</b>	<b>57%</b>
<b>Have wireless capability</b>	<b>63%</b>	<b>58%</b>	<b>52%</b>	<b>41%</b>	<b>24%</b>	<b>36%</b>

<b>Characteristics of voters (by battleground states)</b>										
	<b>Total</b>	<b>CA</b>	<b>FL</b>	<b>IL</b>	<b>MI</b>	<b>NJ</b>	<b>NY</b>	<b>OH</b>	<b>PA</b>	<b>TX</b>
Use email	92%	92%	91%	88%	92%	90%	90%	92%	93%	92%
Social network member	44%	49%	46%	50%	46%	45%	40%	40%	38%	44%
Maintain a blog or your own web site	19%	20%	23%	22%	19%	16%	17%	18%	13%	20%
Post to other blogs	28%	31%	33%	26%	30%	26%	26%	26%	22%	30%
Post ratings or comments online	46%	52%	50%	48%	49%	42%	39%	44%	38%	48%
Subscribe to RSS feeds	18%	22%	22%	18%	22%	17%	17%	16%	15%	16%
Download video and/or audio	53%	59%	56%	56%	54%	56%	48%	53%	51%	52%
Use widgets	19%	20%	23%	13%	18%	17%	18%	22%	14%	20%
Upload video and/or audio	33%	33%	35%	31%	37%	42%	30%	33%	28%	35%
Listen to online radio	44%	44%	43%	38%	46%	44%	44%	50%	39%	44%
Forward links and email to friends/family	69%	65%	70%	70%	71%	70%	64%	69%	68%	67%
Play online games	57%	54%	57%	63%	63%	48%	53%	55%	61%	57%
Make online purchases	79%	78%	80%	78%	77%	79%	75%	79%	80%	78%
Use Twitter or other micro-blogging sites	5%	8%	6%	6%	5%	5%	6%	4%	4%	5%
Read newspapers or magazines online	66%	64%	67%	65%	65%	69%	65%	64%	70%	66%
Have broadband access to the Internet at home	73%	74%	76%	76%	72%	74%	71%	75%	73%	71%
Have wireless capability	53%	57%	60%	51%	54%	61%	50%	49%	51%	51%

Comparing all voters to all consultants shows that consultants use the Internet more than the average voter for everything except playing online games, where voters are almost three times more likely to be online gamers. It appears that consultants use the Internet – they just don’t see what it has to do with their job of getting a candidate elected or ballot initiative passed.

Characteristics of voters vs. consultants		
	Total Voters	Total Consultants
Use email	92%	98%
Social network member	44%	69%
Maintain a blog or your own web site	19%	44%
Post to other blogs	28%	45%
Post ratings or comments online	46%	57%
Subscribe to RSS feeds	18%	45%
Download video and/or audio	53%	71%
Use widgets	19%	30%
Upload video and/or audio	33%	42%
Listen to online radio	44%	46%
Forward links and email to friends/family	69%	87%
Play online games	57%	21%
Make online purchases	79%	87%
Use Twitter or other micro-blogging sites	5%	20%
Read newspapers or magazines online	66%	92%
Have broadband access to the Internet at home	73%	88%
Have wireless capability	53%	76%

% Of Voters vs. Consultants Who Participate In Each Online Activity



It is revealing to compare what consultants consider useful for reaching the loyal base and swing, Independent and undecided voters with what voters say are the best ways to get their attention. *Note that the consultants were limited to the top 3 most effective ways to reach voters while voters were able to select all that applied.*

Note the differences in perception on the value of online ads with one in four voters saying they are effective for getting their attention, but only 5% of the consultants think they are useful for reaching the loyal base. On the other hand, nearly half of the consultants think email works with the loyal base, while only 13% use it for reaching swing, Independent and undecided voters. This is compared to the 22% of voters who say email is effective for getting their attention.

<b>Communication tools and getting voters' attention</b>			
	<b>Effective for reaching Loyal base (Among Top 3)</b>	<b>Effective for reaching swing and Independent (Among Top 3)</b>	<b>Voter say best ways to get their attention (All that apply)</b>
TV/Cable ads	26%	52%	63%
Debates	9%	31%	57%
Candidate web site	25%	22%	51%
Word of mouth	28%	29%	39%
Direct mail	38%	37%	31%
Newspaper ads	4%	5%	29%
Radio ads	8%	16%	26%
Online ads	5%	11%	25%
Email	46%	13%	22%
Webcasts	4%	3%	20%
Yard signs/outdoor billboards	3%	4%	20%
Blogs and podcasts	8%	4%	16%
Social networking sites	10%	11%	15%
Online video	7%	11%	14%
Phone	29%	16%	9%

**2. Voters expect political candidates to utilize Internet technology to maintain an official web site, raise money and place their television ads online. Close behind are online ads and webcasts.**

Men generally have higher expectations about how candidates should use the web but 87%, the same proportion of men as women, expect an official campaign web site. The most significant difference in gender expectations is over participation in social networking sites with men 25% more likely to expect the social network presence.

Expectations of candidates (by intent to vote and by gender)						
	Total	Intent to Vote			Gender	
		Yes	No	Not Sure	Male	Female
Official web site	87%	89%	73%	83%	87%	87%
Fund raising	70%	72%	53%	60%	75%	68%
Television ads on the official web site	68%	70%	56%	61%	71%	67%
Online ads	65%	66%	54%	58%	68%	63%
Webcasts of events	62%	64%	53%	52%	64%	62%
E-mail	60%	62%	48%	50%	65%	58%
Campaign web video on other sites	60%	61%	48%	54%	63%	58%
Blogs and podcasts	55%	56%	43%	48%	59%	53%
Participate in social networking sites	38%	39%	32%	31%	45%	36%

Those self-identified as Democrats expect more use of email and participation in social networks than Republicans and Independents. When we break out those self-identified Power Users, even more differences in expectations emerge. There is a significant increase in expectations for email, online ads, webcasts and candidate commercials posted online.

Expectations of candidates (by political affiliation)			
	Democrats	Republicans	Independents
Official web site	89%	87%	88%
Fund raising	73%	68%	72%
E-mail	65%	56%	59%
Online ads	67%	65%	63%
Webcasts of events	65%	61%	62%
Blogs and podcasts	57%	51%	57%
Television ads on the official web site	71%	68%	68%
Campaign web video on other sites	62%	58%	60%
Participate in social networking sites	43%	33%	37%

The politically active Power Users show clear expectations of candidate. The more politically active are 24% more likely to expect email and 43% more likely to expect candidates to participate in social networking sites.

<b>Expectations of candidates from online Power Users (by self-described level of political activism)</b>		
	<b>Politically active Power User</b>	<b>Not politically active Power User</b>
<b>Official web site</b>	<b>86%</b>	<b>89%</b>
<b>Fund raising</b>	<b>78%</b>	<b>71%</b>
<b>E-mail</b>	<b>78%</b>	<b>63%</b>
<b>Online ads</b>	<b>74%</b>	<b>66%</b>
<b>Webcasts of events</b>	<b>72%</b>	<b>63%</b>
<b>Blogs and podcasts</b>	<b>69%</b>	<b>58%</b>
<b>Television ads on the official web site</b>	<b>79%</b>	<b>70%</b>
<b>Campaign web video on other sites</b>	<b>72%</b>	<b>62%</b>
<b>Participate in social networking sites</b>	<b>60%</b>	<b>42%</b>

Breakout in some of the projected battleground states shows marked differences in expectations. While 61% of the people in California expect blogs and podcasts, only 45% of those in New York feel the same way. Nearly 3 out of 4 people in Pennsylvania expect candidates to do online fundraising, while only 62% in Texas agree. At least 3 out of 5 people in all states expect online ads, webcasts of events and candidate television ads posted on the official web site.

<b>Expectations of candidates (by battleground states)</b>									
	<b>CA</b>	<b>FL</b>	<b>IL</b>	<b>MI</b>	<b>NJ</b>	<b>NY</b>	<b>OH</b>	<b>PA</b>	<b>TX</b>
<b>Official web site</b>	<b>89%</b>	<b>86%</b>	<b>89%</b>	<b>83%</b>	<b>90%</b>	<b>82%</b>	<b>90%</b>	<b>85%</b>	<b>86%</b>
<b>Fund raising</b>	<b>69%</b>	<b>72%</b>	<b>65%</b>	<b>66%</b>	<b>67%</b>	<b>70%</b>	<b>71%</b>	<b>74%</b>	<b>62%</b>
<b>E-mail</b>	<b>65%</b>	<b>60%</b>	<b>54%</b>	<b>61%</b>	<b>55%</b>	<b>56%</b>	<b>61%</b>	<b>60%</b>	<b>63%</b>
<b>Online ads</b>	<b>61%</b>	<b>64%</b>	<b>62%</b>	<b>63%</b>	<b>62%</b>	<b>62%</b>	<b>63%</b>	<b>67%</b>	<b>62%</b>
<b>Webcasts of events</b>	<b>62%</b>	<b>64%</b>	<b>55%</b>	<b>61%</b>	<b>66%</b>	<b>61%</b>	<b>60%</b>	<b>63%</b>	<b>63%</b>
<b>Blogs and podcasts</b>	<b>61%</b>	<b>54%</b>	<b>48%</b>	<b>51%</b>	<b>60%</b>	<b>45%</b>	<b>54%</b>	<b>54%</b>	<b>58%</b>
<b>Television ads on the official web site</b>	<b>69%</b>	<b>63%</b>	<b>63%</b>	<b>67%</b>	<b>70%</b>	<b>66%</b>	<b>69%</b>	<b>69%</b>	<b>67%</b>
<b>Campaign web video on other sites</b>	<b>60%</b>	<b>61%</b>	<b>58%</b>	<b>61%</b>	<b>55%</b>	<b>59%</b>	<b>63%</b>	<b>57%</b>	<b>59%</b>
<b>Participate in social networking sites</b>	<b>42%</b>	<b>43%</b>	<b>35%</b>	<b>38%</b>	<b>41%</b>	<b>34%</b>	<b>37%</b>	<b>38%</b>	<b>40%</b>

While 52% of those who intend to vote expect an official web site, only 25% of the consultants think web sites are effective for reaching the loyal base and 22% believe they are useful to reach swing, Independent and undecided voters. One out of four who intend to vote expect to see online ads while only 5% of the consultants think online ads are effective for reaching the loyal base and 11% thinking they work with swing, Independent and undecided voters.

<b>Expectations of candidates from voters vs. consultants (by voters' intent to vote and by what consultants think is effective)</b>						
	Total Voters	Intent to Vote			What consultants think is effective for	
		Yes	No	Not Sure	Loyal Base (Among Top 3)	Swing, Independent and Undecided Voters (Among Top 3)
<b>Official web site</b>	87%	89%	73%	83%	25%	22%
<b>E-mail</b>	60%	62%	48%	50%	46%	13%
<b>Online ads</b>	65%	66%	54%	58%	5%	11%
<b>Webcasts of events</b>	62%	64%	53%	52%	4%	3%
<b>Blogs and podcasts</b>	55%	56%	43%	48%	8%	4%
<b>Campaign web video on other sites</b>	60%	61%	48%	54%	7%	11%
<b>Participate in social networking sites</b>	38%	39%	32%	31%	10%	11%

The historical view shows consistency and an indication that in an off election year, people have less expectations about candidates in general though blogs did seem more popular in 2007 than in either of the other 2 years. Social networks appear to have lost some of their luster as people become more aware of the environment.

<b>Expectations of candidates (historical comparison)</b>			
	2006 Voters	2007 Voters	2008 Voters
<b>Official web site</b>	87%	82%	87%
<b>Fund raising</b>	67%	64%	70%
<b>E-mail</b>	70%	65%	60%
<b>Online ads</b>	65%	58%	65%
<b>Webcasts of events</b>	N/A	54%	62%
<b>Blogs and podcasts</b>	52%	57%	55%
<b>Television ads on the official web site</b>	66%	59%	68%
<b>Campaign video on other sites</b>	N/A	54%	60%
<b>Participate in social networking sites</b>	N/A	43%	38%

**3. The web is changing the face of activism. In general, voters are more likely to use the Internet to research and view candidate materials and tell others about what they discover, than to pursue more active political actions such as donating or submitting an email address in order to receive information from a candidate.**

In comparison to Republicans and Independents, Democrats are more likely to engage in online political activities. Republicans do seem to receive more email from friends and family about politics and are slightly more inclined to forward links and email than Democrats.

What voters have done (by self-described level of political activism and political affiliation)							
	Total	Level of political activism			Political affiliation		
		Very politically active	Occasionally active in politics	Not active other than voting	Democrats	Republicans	Independents
Visited a candidate web site	41%	64%	52%	25%	46%	39%	39%
Viewed online videos about candidates	40%	57%	48%	28%	45%	37%	39%
Searched online for additional information about politics	38%	58%	48%	25%	41%	38%	38%
Told a friend or family to vote for a candidate or initiative	34%	56%	43%	19%	39%	34%	30%
Received email from friends or family about politics	33%	46%	39%	24%	34%	36%	31%
Forwarded links or email to friends/family about political issues	28%	47%	34%	18%	30%	29%	27%
Read a blog about politics or candidates	27%	48%	33%	16%	30%	24%	28%
Sent an email to a candidate or politician about your concerns	22%	41%	27%	13%	23%	22%	24%
Participated in an online discussion about politics	18%	42%	22%	8%	21%	16%	18%
Clicked on an online political ad	18%	40%	21%	8%	22%	14%	16%
Submitted an email address in order to receive candidate information	17%	40%	22%	7%	22%	14%	15%
Attended a political event	16%	39%	23%	4%	19%	15%	13%
Donated to a candidate or cause online	13%	34%	16%	4%	16%	12%	11%
Volunteered for a political campaign	9%	31%	12%	1%	12%	8%	7%

Reviewing differences by state demonstrates voters in Texas are top in searching online for political information, forwarding links, and viewing online videos about candidates. Florida leads the way in receiving email from friends and family and sending email to candidates or politicians about concerns. Two out of five people in Pennsylvania report that they tell friends and family to vote for a candidate or initiative as compared to 26% of those in Illinois.

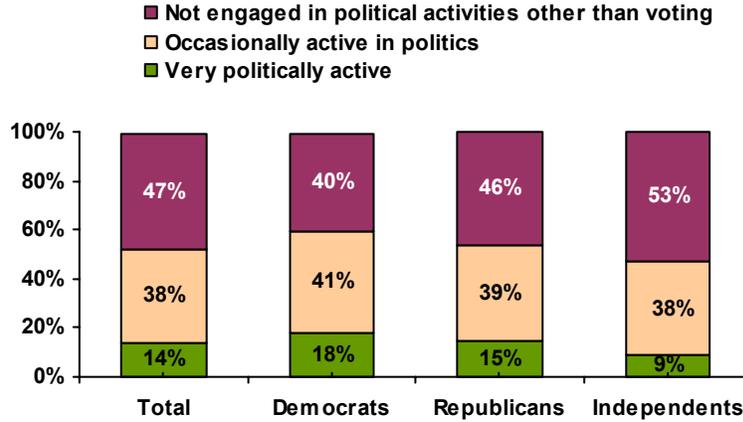
<b>What voters have done (by battleground states)</b>										
	<b>Total</b>	<b>CA</b>	<b>FL</b>	<b>IL</b>	<b>MI</b>	<b>NJ</b>	<b>NY</b>	<b>OH</b>	<b>PA</b>	<b>TX</b>
<b>Donated to a candidate or cause online</b>	13%	13%	15%	10%	11%	15%	13%	9%	17%	14%
<b>Submitted an email address in order to receive candidate information</b>	17%	17%	16%	15%	17%	17%	15%	15%	20%	20%
<b>Searched online for additional information about politics</b>	38%	40%	41%	32%	36%	42%	31%	44%	39%	42%
<b>Clicked on an online political ad</b>	18%	17%	22%	15%	17%	23%	18%	20%	17%	19%
<b>Attended a political event</b>	16%	13%	13%	15%	14%	13%	14%	15%	18%	17%
<b>Volunteered for a political campaign</b>	9%	8%	9%	7%	9%	10%	10%	9%	11%	10%
<b>Told a friend or family to vote for a candidate or initiative</b>	34%	36%	36%	26%	27%	35%	30%	34%	40%	36%
<b>Forwarded links or email to friends/family about political issues</b>	28%	28%	33%	30%	29%	26%	22%	25%	31%	34%
<b>Participated in an online discussion about politics</b>	18%	19%	22%	22%	17%	17%	17%	13%	15%	18%
<b>Visited a candidate web site</b>	41%	40%	49%	35%	34%	38%	37%	41%	44%	44%
<b>Read a blog about politics or candidates</b>	27%	31%	33%	25%	24%	33%	21%	25%	24%	32%
<b>Viewed online videos about candidates</b>	40%	41%	44%	37%	34%	45%	37%	40%	42%	47%
<b>Received email from friends or family about politics</b>	33%	35%	37%	26%	34%	35%	25%	35%	31%	36%
<b>Sent an email to a candidate or politician about your concerns</b>	22%	21%	26%	18%	23%	19%	23%	14%	25%	23%

Stark differences are revealed when we look at the Power Users and their level of political activity online and off. Most telling is the 1 in 3 who have volunteered versus 8% of those who say they are not active. The Internet appears to be a way to make it easier for those who are inclined to participate in political activities than to engage new people in the process.

<b>What online Power Users have done (by self-described level of political activism)</b>		
	<b>Politically active Power User</b>	<b>Not politically active Power User</b>
<b>Donated to a candidate or cause online</b>	<b>38%</b>	<b>13%</b>
<b>Submitted an email address in order to received candidate information</b>	<b>42%</b>	<b>18%</b>
<b>Searched online for additional information about politics</b>	<b>61%</b>	<b>46%</b>
<b>Clicked on an online political ad</b>	<b>45%</b>	<b>20%</b>
<b>Attended a political event</b>	<b>44%</b>	<b>17%</b>
<b>Volunteered for a political campaign</b>	<b>33%</b>	<b>8%</b>
<b>Told a friend or family to vote for a candidate or initiative</b>	<b>58%</b>	<b>36%</b>
<b>Forwarded links or email to friends/family about political issues</b>	<b>49%</b>	<b>28%</b>
<b>Participated in an online discussion about politics</b>	<b>49%</b>	<b>23%</b>
<b>Visited a candidate web site</b>	<b>67%</b>	<b>49%</b>
<b>Read a blog about politics or candidates</b>	<b>53%</b>	<b>36%</b>
<b>Viewed online videos about candidates</b>	<b>61%</b>	<b>45%</b>
<b>Received email from friends or family about politics</b>	<b>44%</b>	<b>33%</b>
<b>Sent an email to a candidate or politician about your concerns</b>	<b>41%</b>	<b>21%</b>

**4. Independents, as expected, are the least likely to be politically active as it would seem to be harder for them to figure out whom to be active for.**

**% Of Voters Who Are Self-Described With The Following Level Of Political Activism  
(by political affiliation)  
% Of Voters**



This sample reveals that more men are politically active than women. Generally all people between the ages of 18-34 are more politically active than other age groups. The highest proportion of those not engaged in political activities, other than voting, are those ages 55-64 and women in general.

Self-described level of political activism (by gender and by age)								
	Gender		Age					
	Male	Female	18-24	25-34	35-54	55-64	65-74	75+
Very politically active	21%	11%	16%	13%	12%	13%	14%	16%
Occasionally active in politics	41%	37%	41%	37%	33%	38%	43%	41%
Not engaged in political activities other than voting	38%	52%	43%	49%	55%	49%	43%	43%

Ohio shows the lowest level of those very politically active while over 50% of those in New Jersey are not engaged in political activities other than voting.

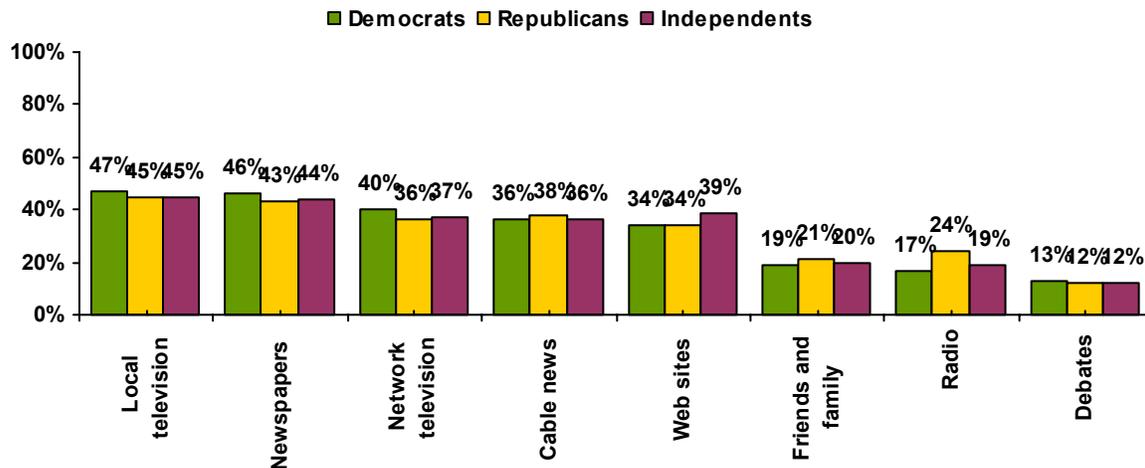
Self-described level of political activism (by battleground states)									
	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Very politically active	14%	15%	14%	15%	14%	15%	8%	13%	11%
Occasionally active in politics	39%	42%	35%	34%	29%	36%	43%	43%	36%
Not engaged in political activities other than voting	46%	43%	51%	51%	56%	49%	49%	43%	53%

**5. Independents tend to rely on local television, newspapers and web sites as their top news sources. In general, cable news is just about equal to web sites as a trusted news source for all voters.**

Looking at all voters, traditional media sources are still the most popular. Democrats are more likely to get their news from newspapers, and network and local television, while Republicans are more likely to get news from local television, newspapers, and cable news.

Voters' most relied upon news sources (% among their top 3) (by political affiliation)			
	Democrats	Republicans	Independents
Local television	47%	45%	45%
Newspapers	46%	43%	44%
Network television	40%	36%	37%
Cable news	36%	38%	36%
Web sites	34%	34%	39%
Friends and family	19%	21%	20%
Radio	17%	24%	19%
Debates	13%	12%	12%
Candidate commercials	10%	8%	7%
Search engine	8%	9%	8%
E-mail	8%	9%	8%
Magazines	7%	5%	8%
Blogs	5%	5%	6%
People from work	5%	6%	5%
Online social networks	4%	4%	4%
Books	1%	2%	1%

**Top 8 Most Relied Upon News Sources Among Voters  
(by political affiliation)  
% Of Voters**



Voters' most relied upon news sources (% among their top 3) (by gender and by age)									
	Total	Gender		Age					
		Male	Female	18-24	25-34	35-54	55-64	65-74	75+
Newspapers	45%	43%	45%	36%	38%	47%	53%	59%	61%
Network television	38%	36%	38%	26%	31%	39%	49%	50%	61%
Local television	46%	37%	50%	33%	41%	49%	52%	54%	46%
E-mail	8%	8%	8%	8%	9%	8%	8%	8%	7%
Cable news	36%	39%	34%	33%	32%	37%	41%	40%	32%
Candidate commercials	9%	7%	9%	6%	7%	9%	11%	13%	7%
Search engine	8%	10%	8%	10%	12%	7%	5%	3%	4%
Online social networks	4%	5%	3%	8%	6%	3%	1%	2%	0%
Radio	19%	22%	18%	14%	19%	20%	21%	18%	43%
Friends and family	20%	14%	23%	28%	26%	18%	13%	11%	7%
Web sites	35%	42%	32%	51%	42%	32%	26%	16%	7%
Debates	12%	11%	13%	11%	11%	13%	12%	14%	18%
Magazines	7%	7%	6%	12%	8%	5%	5%	5%	7%
Blogs	6%	9%	4%	13%	7%	4%	2%	3%	0%
Books	1%	2%	1%	2%	2%	1%	0%	1%	0%
People from work	5%	6%	5%	7%	9%	4%	1%	0%	0%

Looking more closely at those who are highly competent with technology and their level of political activism, web sites have become the most important source for all Power Users.

Online Power Users' most relied upon news sources (% among their top 3) (by self-described level of political activism)		
	Politically active Power User	Not politically active Power User
Newspapers	34%	38%
Network television	30%	34%
Local television	33%	39%
E-mail	13%	10%
Cable news	37%	35%
Candidate commercials	14%	7%
Search engine	11%	12%
Online social networks	9%	5%
Radio	13%	17%
Friends and family	14%	19%
Web sites	44%	47%
Debates	19%	11%
Magazines	5%	8%
Blogs	15%	9%
Books	4%	0%
People from work	5%	6%

There are again significant differences between voters in some states when it comes to trusted sources of news. Over half of the respondents in New York rate newspapers as the most trusted source while only 36% of those in Texas agree. On the other hand, only 3 out of 10 in New York say web sites are trusted sources while 43% in Texas agree – the highest amongst this group of states.

<b>Voters' most relied upon news sources (% among their top 3) (by battleground states)</b>									
	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Newspapers	37%	45%	48%	45%	52%	54%	41%	53%	36%
Network television	32%	41%	32%	34%	42%	38%	44%	42%	38%
Local television	42%	43%	50%	50%	32%	38%	45%	46%	44%
E-mail	9%	8%	7%	5%	5%	11%	6%	8%	11%
Cable news	31%	33%	35%	36%	37%	40%	38%	36%	34%
Candidate commercials	10%	8%	7%	12%	9%	8%	8%	9%	8%
Search engine	10%	12%	8%	7%	7%	9%	12%	6%	9%
Online social networks	7%	3%	3%	3%	3%	2%	5%	2%	3%
Radio	22%	17%	19%	19%	19%	17%	16%	20%	22%
Friends and family	24%	21%	22%	22%	23%	18%	19%	16%	18%
Web sites	39%	37%	34%	35%	37%	30%	36%	33%	43%
Debates	14%	15%	12%	13%	14%	15%	12%	11%	14%
Magazines	7%	6%	8%	5%	7%	6%	8%	8%	6%
Blogs	8%	6%	7%	4%	5%	5%	4%	4%	7%
Books	2%	1%	1%	2%	2%	2%	0%	0%	1%
People from work	6%	2%	7%	6%	6%	6%	5%	4%	4%

A historical view of the most trusted news sources shows that local television has overtaken newspapers as one of the top two sources of information. Network television seems to be gaining in favor along with cable news. Voters also seem to be showing less interest in radio, email, and magazines and strong, though slightly less interest in web sites.

<b>Voters' most relied upon news sources (% among their top 3) (historical comparison)</b>			
	<b>2006 Voters</b>	<b>2007 Voters</b>	<b>2008 Voters</b>
<b>Local television</b>	<b>54%</b>	<b>41%</b>	<b>46%</b>
<b>Newspapers</b>	<b>59%</b>	<b>45%</b>	<b>45%</b>
<b>Network television</b>	<b>47%</b>	<b>29%</b>	<b>38%</b>
<b>Cable news</b>	<b>20%</b>	<b>34%</b>	<b>36%</b>
<b>Web sites</b>	<b>37%</b>	<b>37%</b>	<b>35%</b>
<b>Friends and family</b>	<b>18%</b>	<b>23%</b>	<b>20%</b>
<b>Radio</b>	<b>18%</b>	<b>28%</b>	<b>19%</b>
<b>Debates</b>	<b>N/A</b>	<b>N/A</b>	<b>12%</b>
<b>Candidate commercials</b>	<b>10%</b>	<b>8%</b>	<b>9%</b>
<b>E-mail</b>	<b>13%</b>	<b>11%</b>	<b>8%</b>
<b>Search engine</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>
<b>Magazines</b>	<b>7%</b>	<b>11%</b>	<b>7%</b>
<b>Blogs</b>	<b>4%</b>	<b>7%</b>	<b>6%</b>
<b>People from work</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>
<b>Online social networks</b>	<b>N/A</b>	<b>6%</b>	<b>4%</b>
<b>Books</b>	<b>1%</b>	<b>3%</b>	<b>1%</b>

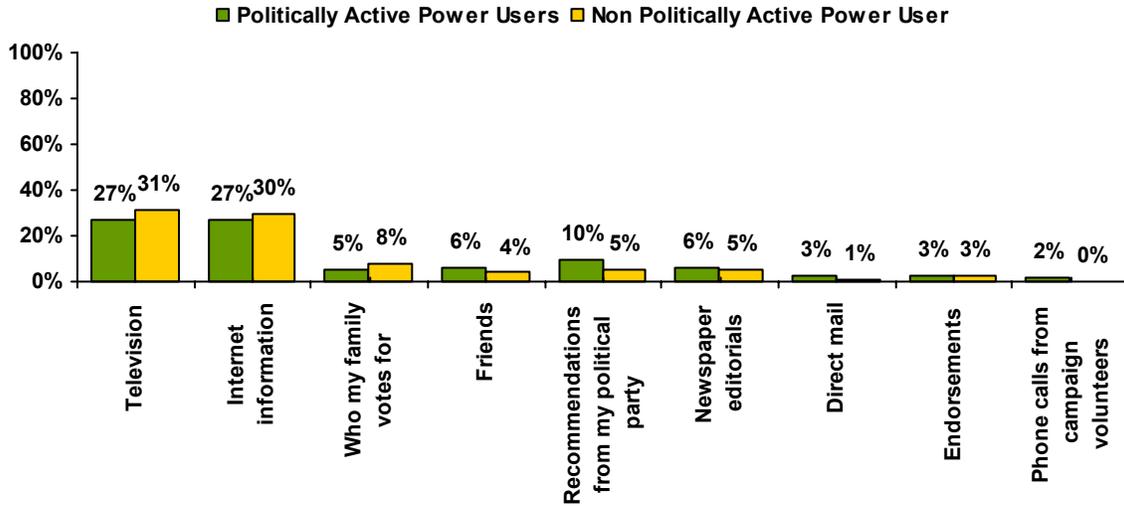
**6. Television still has the most effect on how all voters make up their minds about who to vote for, though the Internet is not far behind. This holds true across party and gender lines.**

One out of three voters say television has the most effect on their voting decision while one in five say the Internet is their information source. When looking at all of the most Internet proficient, those less politically active individuals report they are most likely to be swayed to vote for candidates based on television advertising and the Internet. There is a similar trend among those more politically active, though this group is twice as likely to rely on recommendations from the party.

Most effect on voters' voting decision (by political affiliation and by gender)						
	Total	Political affiliation			Gender	
		Democrats	Republicans	Independents	Male	Female
Who my family votes for	7%	6%	10%	5%	6%	7%
Internet information	21%	20%	19%	24%	27%	18%
Television	34%	38%	30%	32%	29%	37%
Newspaper editorials	6%	6%	5%	7%	6%	6%
Recommendations from my political party	5%	6%	9%	2%	6%	5%
Friends	5%	5%	4%	5%	5%	5%
Direct mail	2%	2%	2%	2%	2%	2%
Phone calls from campaign volunteers	0%	1%	0%	0%	0%	0%
Endorsements	3%	3%	3%	3%	3%	3%

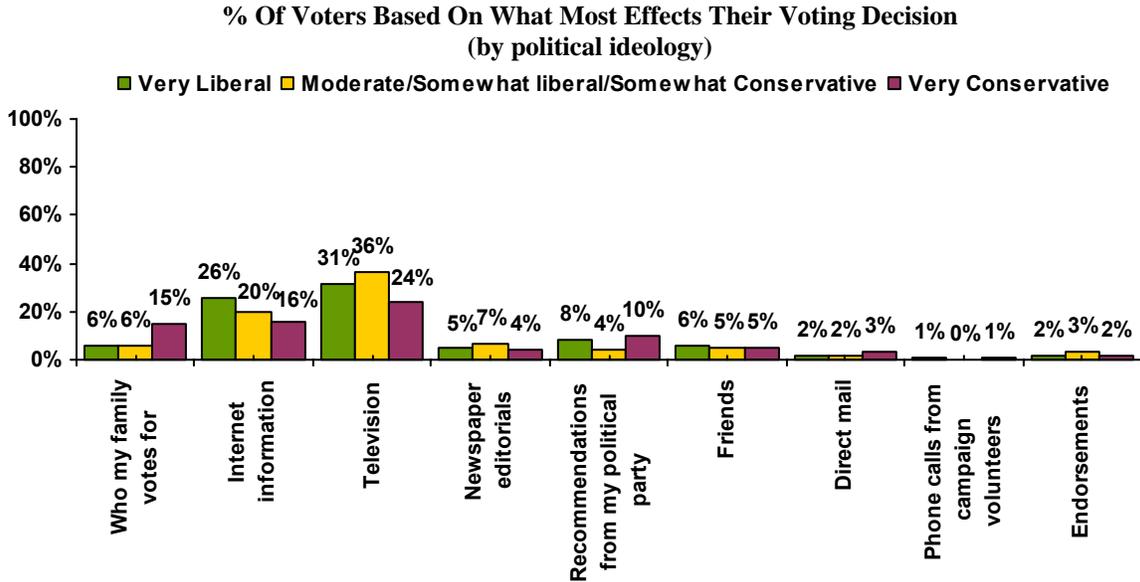
Most effect on online Power Users' voting decision (by self-described level of political activism)		
	Politically active Power User	Not politically active Power User
Who my family votes for	5%	8%
Internet information	27%	30%
Television	27%	31%
Newspaper editorials	6%	5%
Recommendations from my political party	10%	5%
Friends	6%	4%
Direct mail	3%	1%
Phone calls from campaign volunteers	2%	0%
Endorsements	3%	3%

**% Of Online Power Users Based On What Most Effects Their Voting Decision  
(by self-described level of political activism)**



Voters whose ideological beliefs are moderate, somewhat liberal or somewhat conservative are significantly more likely to report that they are swayed by television advertising than voters who identify themselves as very liberal or very conservative.

Most effect on voters' voting decision (by political ideology)			
	Very Liberal	Moderate/ Somewhat Liberal/ Somewhat Conservative	Very Conservative
Who my family votes for	6%	6%	15%
Internet information	26%	20%	16%
Television	31%	36%	24%
Newspaper editorials	5%	7%	4%
Recommendations from my political party	8%	4%	10%
Friends	6%	5%	5%
Direct mail	2%	2%	3%
Phone calls from campaign volunteers	1%	0%	1%
Endorsements	2%	3%	2%



When looking at selected battleground states, again we see those in New York favoring newspapers, in this case editorials, as having the most effect on their voting choices. Those in New York are nearly 3 times more likely to rely on newspaper editorials than those in Ohio or Texas. New Yorkers are the most skeptical about Internet information when forming opinions about candidates at 16%, with 1 in 4 Californians relying on Internet information. Those in California and New Jersey are also twice as likely to vote for candidates their family supports compared to those in Pennsylvania. Endorsements and phone calls seem to have little effect on everyone.

Most effect on voters' voting decision (by battleground states)									
	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Who my family votes for	8%	6%	10%	6%	9%	6%	6%	4%	7%
Internet information	25%	19%	20%	23%	22%	16%	24%	22%	22%
Television	28%	36%	42%	34%	36%	34%	37%	35%	36%
Newspaper editorials	5%	7%	6%	6%	9%	11%	4%	7%	4%
Recommendations from my political party	6%	7%	2%	4%	3%	5%	6%	5%	4%
Friends	6%	4%	4%	5%	4%	7%	6%	5%	3%
Direct mail	4%	1%	1%	3%	2%	2%	1%	2%	2%
Phone calls from campaign volunteers	1%	0%	0%	1%	1%	0%	0%	0%	1%
Endorsements	2%	3%	1%	3%	3%	4%	1%	3%	3%

**7. Television and cable advertising, debates and official candidate web sites are the most effective methods for getting the attention of voters.**

Ten percent more Democrats than Republicans pay attention to official web sites and emails from candidates. Independents are the most likely to respond to word of mouth and are 50% more likely to be paying attention to independent blog postings than Republicans.

<b>Best ways to get voters' attention (by political affiliation)</b>				
	<b>Total</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
Television or cable ads	63%	68%	61%	58%
Debates	57%	61%	55%	58%
Official web site	51%	56%	46%	49%
Word of mouth	39%	40%	35%	42%
Direct mail	31%	36%	32%	27%
Newspaper ads	29%	33%	28%	26%
Radio ads	26%	28%	26%	22%
Online ads	25%	28%	22%	23%
E-mail from candidate or celebrity endorser	22%	28%	18%	19%
Webcasts	20%	22%	17%	21%
Yard signs and outdoor billboards	20%	23%	19%	15%
Independent blog posting	16%	17%	12%	18%
Social networking sites	15%	17%	11%	15%
Viral video about a candidate	14%	17%	11%	14%
Phone	9%	11%	8%	7%
Text messaging	5%	5%	4%	4%

As we suspected, young voters between the ages of 18-34 are more likely to be influenced by Internet information than those over 35. It is interesting to note however that

- the effectiveness of email from the candidate or celebrity increases with age
- webcasts are compelling to those 18-64
- nearly 50% of those 35-64 rely on official web sites
- yard signs get the attention of 18-24 year olds as much as those 35-54
- debates attract 58% of those 18-24, about the same number of those 35+

<b>Best ways to get voters' attention (by age)</b>						
	18-24	25-34	35-54	55-64	65-74	75+
Television or cable ads	57%	60%	64%	67%	70%	54%
Direct mail	24%	30%	31%	39%	42%	36%
Online ads	29%	28%	24%	21%	18%	11%
E-mail from candidate or celebrity endorser	20%	22%	22%	23%	31%	11%
Newspaper ads	24%	27%	30%	34%	41%	29%
Social networking sites	28%	22%	12%	9%	7%	4%
Phone	7%	10%	8%	9%	14%	4%
Official web site	53%	55%	51%	46%	33%	25%
Viral video about a candidate	27%	16%	12%	10%	10%	11%
Radio ads	24%	28%	26%	25%	23%	14%
Webcasts	18%	22%	20%	18%	9%	11%
Debates	58%	54%	57%	60%	66%	50%
Independent blog posting	23%	20%	15%	11%	5%	4%
Text messaging	6%	6%	4%	3%	0%	0%
Yard signs and outdoor billboards	19%	22%	19%	18%	18%	14%
Word of mouth	57%	46%	36%	30%	30%	7%

At least 50% of respondents in each battleground state say the official candidate web site gets their attention. Debates are ranked high, though more so in Florida than in Michigan. Social networks are nearly twice as effective with California voters as they are with those in Ohio.

<b>Best ways to get voters' attention (by battleground states)</b>									
	CA	FL	IL	MI	NJ	NY	OH	PA	TX
Television or cable ads	57%	65%	61%	62%	67%	59%	63%	66%	57%
Direct mail	28%	33%	30%	31%	26%	30%	33%	34%	30%
Online ads	26%	21%	27%	25%	32%	25%	23%	23%	31%
E-mail from candidate or celebrity endorser	26%	22%	21%	16%	22%	25%	19%	21%	20%
Newspaper ads	27%	34%	31%	27%	33%	33%	26%	27%	31%
Social networking sites	22%	15%	15%	14%	15%	17%	12%	13%	16%
Phone	11%	7%	6%	6%	11%	10%	8%	8%	8%
Official web site	49%	56%	53%	53%	54%	49%	53%	50%	52%
Viral video about a candidate	17%	15%	17%	12%	16%	16%	12%	10%	18%
Radio ads	28%	26%	29%	25%	34%	23%	25%	25%	28%
Webcasts	23%	24%	21%	22%	26%	18%	21%	18%	18%
Debates	59%	63%	53%	49%	62%	52%	59%	61%	56%
Independent blog posting	19%	18%	15%	14%	24%	17%	13%	13%	18%
Text messaging	5%	5%	4%	4%	9%	7%	2%	4%	5%
Yard signs and outdoor billboards	17%	17%	22%	19%	18%	14%	21%	21%	18%
Word of mouth	44%	39%	41%	39%	45%	39%	38%	33%	36%

A little historical perspective leads us to conclude that it is becoming increasingly hard to get voters' attention. In each category there is noticeable drop off in the number of people who say that particular method is a good way to reach them. Unfortunately, we did not ask about debates last year, as it appears they are the second most popular way to get voters attention in 2008. We will watch this trend in future surveys.

<b>Best ways to get voters' attention (historical comparison)</b>		
	<b>2007 Voters</b>	<b>2008 Voters</b>
Television or cable ads	64%	63%
Debates	N/A	57%
Official web site	53%	51%
Word of mouth	48%	39%
Direct mail	37%	31%
Newspaper ads	35%	29%
Radio ads	35%	26%
Online ads	30%	25%
E-mail from candidate or celebrity endorser	36%	22%
Webcasts	21%	20%
Yard signs and outdoor billboards	29%	20%
Independent blog posting	N/A	16%
Social networking sites	24%	15%
Viral video about a candidate	N/A	14%
Phone	12%	9%
Text messaging	10%	5%

**8. Online technology competence is more a factor of age and gender than party affiliation.**

Breakout by level of online technology competence and party affiliation shows fairly consistent distributions but evaluating based on gender and age shows a different story.

- 84% more men than women consider themselves Power Users
- The percentage of Power Users drops off with age
- 50% of those 55+ consider themselves competent in basic online technology

<b>% of voters based on online technology competence (by political affiliation)</b>				
	<b>Total</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
<b>Power User - Staying on the leading edge of the Internet</b>	24%	25%	24%	22%
<b>Advanced - Maintaining awareness of changes in online technology</b>	46%	46%	45%	48%
<b>Competent - Satisfied with basic online technology to get the job done</b>	28%	27%	29%	28%
<b>Novice - Limited ability to take advantage of all online technology</b>	3%	2%	2%	3%

<b>% of voters based on online technology competence (by gender and by age)</b>								
	<b>Gender</b>		<b>Age</b>					
	<b>Male</b>	<b>Female</b>	<b>18-24</b>	<b>25-34</b>	<b>35-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
<b>Power User - Staying on the leading edge of the Internet</b>	35%	19%	38%	33%	21%	10%	5%	7%
<b>Advanced - Maintaining awareness of changes in online technology</b>	45%	46%	49%	49%	47%	35%	28%	25%
<b>Competent - Satisfied with basic online technology to get the job done</b>	18%	32%	12%	17%	30%	49%	53%	54%
<b>Novice - Limited ability to take advantage of all online technology</b>	2%	3%	1%	1%	2%	6%	14%	14%

Looking at the sample of those in battleground states, the highest percentage of Power Users is in Florida, with nearly one in three staying on the leading edge. In all states, at least 2 out of 3 consider themselves Power Users or at least “advanced” by maintaining awareness of changes in online technology.

<b>% of voters based on online technology competence (by battleground states)</b>									
	CA	FL	IL	MI	NJ	NY	OH	PA	TX
<b>Power User - Staying on the leading edge of the Internet</b>	28%	32%	26%	18%	21%	27%	24%	20%	21%
<b>Advanced - Maintaining awareness of changes in online technology</b>	44%	44%	47%	46%	48%	42%	49%	45%	52%
<b>Competent - Satisfied with basic online technology to get the job done</b>	24%	22%	26%	33%	27%	28%	26%	33%	24%
<b>Novice - Limited ability to take advantage of all online technology</b>	3%	2%	1%	4%	4%	2%	1%	2%	3%

E-Voter Institute intends to further develop this survey of voter expectations in order to provide better understanding of the changes in political behavior we are seeing in 2008. Data on Hispanic/Latino, African-American, and Asian voters is needed gain a fuller appreciation of differences in states and regions. Media habits of those of all ages need to be evaluated to determine how voters are receiving news and political information.

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## COMMENTARY

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### Engagement and Messaging in the Online Political Process

**Robert K. Arena, Jr.**  
**Presage Digital Strategies**

*E-Voter 2008 and other recent studies show that Americans are embracing the political process in levels not seen in decades, rapidly adopting the Internet as a prime source in their political engagement.*

We've all seen the basic data – record turnout in primaries, record fundraising, and record interest in following the political process. A recent study by the Pew Internet & American Life Project gives us a great baseline of voter interest and engagement in the political process to work from.

Pew reports in their “The internet and the 2008 election, June 15, 2008” by Aaron Smith and Lee Rainie, that when comparing voter interest in 2004 to 2008, the number of people seeking out political information on the Internet on a daily basis has more than doubled to 17% of adults. In all, nearly 40% of US adults have gone online to see political information – already ahead of 2004 peak general election interest. Across the board, engagement and the use of the Internet in the political process is expanding exponentially.

The E-Voter 2008 study delved into the specific ways in which all voters are using different technologies and which groups within the electorate are using which specific technologies more than others. So just how are voters using these new technologies?

Visited a candidate website	41%
Viewed online videos about candidates	40%
Searched online for information about politics	38%

Similar to what Pew found, about 40% of the population has used the Internet to get information about politics. What should draw your attention, however, is the number of people who have visited a candidate's website. For political professionals, this should be a sign that there is meaningful opportunity for you to speak directly to the voter without a media filter.

While general interest in the election is up, what is also striking is the level of engagement in the process – time and effort - that individuals are now willing to give politics. Again, from E-Voter 2008:

Spoke with family or friend advocating for a candidate	34%
Forwarded links or email to family and friends about political issues	28%
Read a blog about politics or candidates	27%
Participated in an online discussion about politics	18%
Clicked on a political ad online	18%

Roughly 1/3 of respondents have moved beyond passive interest in the election to taking sides and trying to persuade friends and family to support their candidate or cause. These numbers can begin to quantify the scale of word-of-mouth and how it impacts campaigns.

Word of mouth – or buzz – really does matter. E-Voter 2008 shows that in getting their attention, voters say word of mouth is more important than: direct mail, radio, newspaper and online advertising, phone calls, blogs, or yard signs. Only the candidate’s website, the debates, and television advertising are more important to voters than the word on the street.

From a message and communications standpoint, it’s important to recognize the limited ability to inject formally into the word of mouth conversation. The campaign can’t be around every dinner table, at every office coffee break, or commenting on every single blog. The word of mouth conversation is going to happen without you.

But there is a chance you’ll have an emissary at the table. Within the group that is engaged in political debate, some of them are willing to go a step further and take up your cause formally – to truly “join” your campaign as an advocate or financial supporter. So how many take that next step, and get directly involved in the campaign? From E-Voter 2008:

Signed up for candidate email list	17%
Attended a political event	16%
Donated to a candidate or cause online	13%
Volunteered for a campaign	9%

Roughly 10-15% of voters are willing to get heavily involved in the campaign and the political process. They want campaign talking points and insider information on email lists, they want to come to a campaign event, they’re willing to give of their money and their personal time.

Recent campaigns have effectively shown how the “volunteer” has moved well beyond simply stuffing envelopes on a weekend to wholesale participants and advocates in not just the political workings of the campaign, but also the word of mouth dialog going on around the campaign. While unofficial in their capacity, throughout the primary we witnessed thousands of advocates for presidential campaigns flooding blogs, newspaper and media sites, talk radio, and dining room conversations with information fed to them directly by the campaign. No more media intermediary - campaigns can now go right to

those influential voters and know their digital army of volunteers will help them fight to get their message (or spin) out.

These “volunteers” in the digital campaign headquarters and can be the lifeblood of an organization – giving otherwise under-funded or under-staffed campaigns the ability to grow quickly and project force into an area unbounded by geography. Get-out-the-vote calls from citizen to citizen are far more meaningful than robo-calls. The challenge for campaigns is finding and identifying which voter is going to become that volunteer, donor, and advocate.

E-Voter 2008 does point to one logical place to begin to identify these voters– users of social networks. When examining users of social networks, we looked closely at those who were not just members of a social network, but those that were active users and frequently updated their social presence online. Within this group of Internet users, there are some very interesting distinctions when compared to the general population.

In every area of political participation, active social network users were more likely to have gotten involved than their less digital cohorts. Social networkers are 89% more likely to volunteer, 83% more likely to participate in online political discussions, 77% more likely to click on a banner ad, 62% more likely to attend an event, 55% more likely to read a blog, 54% more likely to donate, and 53% more likely to sign up to your email mailing list.

More than just engagement, users of social networks – by their definition – are active participants in the development of word of mouth buzz. Social networkers find information and have quick and easy ways to share that information with their friends and colleagues. And because their friends already know and trust them, information that comes from these hyper-connected social networkers passes through the initial filter that all of us place on the limited time we have to spend with our in-box.

### *Conclusion*

The lesson out of E-Voter 2008 for campaigns and political organizations is that the day of the digital voter has arrived. As we saw from 2004 - 2006, year-over-year participation in online political activities is growing rapidly. Of particular note, participants in social networks are a ripe source for a wide variety of political activities. There is a catch with this bounty of political riches – these voters aren’t just going to take whatever you give them – they’re going to do their own research and find their own facts. They are going to engage in dialog online, and whether with fellow commenters on a blog or with your organization, they are going to expect some level of dialog and two-way communications. These voters know the value of their time and their money. While it may require your organization to change, campaigns and organizations that learn to harness these new activists will reap the rewards for many elections to come.

## **Future of Online News Sources**

**Chris Jennewein**  
**Online Newspaper Expert**

Revolutions aren't what they used to be. This is particularly so for anything involving revolutionary use of technology.

Ever since the beginning of the dot-com boom with Netscape's initial public offering in 1995, technology-driven revolutions have been widely predicted, usually followed by disappointment, but ultimately so far-reaching that they catch even the most astute observers by surprise.

This is exactly what happened when the Internet met politics. Gov. Howard Dean's campaign in 2004 had all the hallmarks of a technology-driven revolution in national politics. The innovative use of Meet Up to organize supporters and online giving to raise funds caused a sensation. Dean's campaign manager, Joe Trippi, had the vision to encourage his young staff to push these online ideas to their limit. But like Netscape itself in the dot-com boom, the first-mover often doesn't succeed.

When the Dean campaign imploded, many political experts concluded that this Internet phenomenon had run its course, and that traditional campaign methods would continue to be successful. This portended a 2008 campaign driven by television ads, phone banks and direct mail. In fact, the true lesson of Dean's surprising campaign was that an articulate outsider could use the Internet to win. So the Democrats nominee in 2008 was not the superbly organized Hillary Clinton, but Sen. Barack Obama, whose campaign – and one assumes the candidate himself – understood the true revolutionary impact of the Internet.

I first became aware of Obama because of a posting in 2004 on Wonkette.com, one of Nick Denton's edgy Weblogs. It was a photo of Obama using his Blackberry. Wonkette approvingly labeled him a "crackberry" addict, if my memory is correct. Here was a politician who understood the tools of the Internet.

Indeed, his campaign Web site says all the right things about the Internet: "A key reason the Internet has been such a success is because it is the most open network in history. It needs to stay that way. Barack Obama strongly supports the principle of network neutrality..."

We don't know yet how 2008 will turn out. The final months of the campaign may resemble the standard campaigns of the past three decades. Much money could be wasted on television, even though audiences are smaller than ever. Phone banks could continue to anger voters. And tons of direct mailings could find their way into recycling bins. But an Internet-savvy candidate in the lead could be the catalyst for a fundamental change.

As someone with nearly 20 years of experience in newspaper new media, I hope the Web sites of metro dailies finally see a significant boost in election advertising between now and November. Online newspapers reach large, involved audiences, not couch potatoes.

The E-Voter 2008 research on voter expectations shows that people are increasingly turning to trusted online sources for news that cover the local scene.

SignOnSanDiego.com, where I worked most recently, reaches 18% of adults in the San Diego DMA over a week's time. That's better than any single TV station in the market, and better than many TV/cable combinations.

I hope newspapers get some of the money because they are among the unsuspecting victims of the Internet revolution. After that dot-com bust, many newspaper companies concluded the Internet was a fad, and cut investment. Now their Internet divisions are the only parts growing amid losses and layoffs.

My fingers are crossed for newspaper Web sites, but I'm sure that the growing number of news Web sites will do very well. Politico, Huffington Post and blogs too numerous to mention should see a lot of advertising between now and November. It will be important to track what's happening on various advertising networks, which are often the common denominator among different sites. You Tube will be another place to watch as campaigns place clips that are almost but not quite advertising.

So I believe that 2008 was the first Web 2.0 presidential campaign, at least during the primaries. It was a historic campaign because it produced the first African-American nominee, but it was a revolutionary campaign because the Internet turned the political establishment upside down.

## **Creating the Modern Campaign**

**Ben Katz**

**CompleteCampaigns.com**

Ten years ago, there was a legitimate question of whether the Internet had a role to play in political campaigns. That question has been decided.

The Internet is here. Nearly 80% of Americans use email. Over half of US homes have broadband connections and wireless access is common and growing.

As for political campaigns, the Internet has been accepted. Asking if a campaign uses email is now nearly as absurd as asking if they use the telephone. The question is not if they're using the Internet, but what elements are they using, how much do they use it, and what's working for them?

During the 2008 cycle, my company, CompleteCampaigns.com provided online campaign management tools to over 1000 campaigns ranging from Presidential to local school boards. In doing this, we were able to see first hand how they were using the Internet.

Campaign use of the Internet broke down into three main areas: internal uses, engaging supporters and persuasion efforts. In this paper, I'll provide a brief overview of what we have observed in each of these areas and compare that to the recent results from the E-Voter Institute's 2008 Survey of Voter Expectations.

### **INTERNAL USES**

Within campaign teams, there has been massive adoption of Internet tools and applications for communication. The Internet is now the core of any modern campaign's infrastructure.

#### **Email**

Most significantly, we have seen the acceptance of email as a primary communication tool within the campaign team. Email has become the primary method for transfer of information and reports within the campaign team. Consultants send polling results, mail piece proofs, draft fundraising letters and nearly everything else imaginable via email.

Staff and volunteers can be managed in large part remotely using information transfer over e-mail. Last minute updates can be sent out with very little lead time or cost.

#### **News sites and blogs**

We are also seeing our clients increasingly turn to online news sources, including both blogs and the websites of traditional news outlets as a primary source of information.

While newspapers and TV are still monitored, the online outlets are often the first source of breaking news about a campaign. Aggregation tools, like Google Alerts (<http://www.google.com/alerts>) and Technorati (<http://technorati.com/>) allow campaigns to receive instant notification about key news that can impact their race.

### **Web-Based Solutions**

The internet is no longer just a faster way to exchange information from one party to another. There are now web-based applications to replace desktop software for almost any purpose, and campaign management is no exception. In 2000, few, if any, campaigns were using any web-based tools. Now, the majority of Congressional campaigns are using at least one online application, as are many who are running for state or local office. There are hundreds of tools available for a wide variety of campaign needs.

### **ENGAGING SUPPORTERS**

#### **Email & Fundraising**

As with internal communication, for engaging supporters, email has become the most important and most widely used method of communication. It's cheap, widely used and rapid.

It's also shown itself to be amazing effective for on-line fundraising. The record breaking online fundraising numbers shown by the Presidential campaigns, and mirrored on the smaller scale, by state and local campaigns have primarily been driven by email. Most critically, this is widely accepted by campaign supporters. Of the "very political active" respondents of the E-Voter Institute 2008 research, over 75% of those 18+ expected candidates to use the Internet for both fundraising and email.

#### **Finding Supporters**

Although the 2008 cycle is still underway, it appears that the major online success falls in the intersection between engaging supporters and persuading. Rather, as the Obama and McCain campaigns have already realized, nearly every candidate has a large number of unknown supporters. Both of these Presidential committees have embarked on revenue positive online advertising campaigns seeking to identify and engage these "invisible supporters." While local candidates lack the name recognition that Presidential candidate hold, the E-Voter/HCD survey suggests that this model should work on the local level as well.

#### **Distributed Campaigning**

There has been an explosive growth of distributed campaigning tools since 2004. The use of online systems allows campaign supporters to contact voters and otherwise assist the campaign without coming into the campaign office. Both major parties have pushed online systems that have allowed party activist easy access to voter lists for persuasion and GOTV efforts.

## **PERSUASION**

Voter persuasion remains the holy grail of online politics: repeatedly rumored and sought but as of yet, unfound and unproven. The E-Voter Institute 2008 survey shows that the less politically active someone is, the less likely they are to want to be contacted by candidates via online methods. For example, while 37% of the very politically active thought that email was a good way for the candidate to contact them, only 15% of the "not engaged other than voting" thought that was a good way to contact them. Conversely, 64% of the not engaged thought TV or cable ads were a good way to contact versus 61% of the very active.

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## **CONTACT INFORMATION**

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

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## **APPENDICES**

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

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## **APPENDIX A: E-Voter Institute’s 7<sup>th</sup> Annual Survey of Political and Advocacy Communications Leaders (2008)**

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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.

	<b>Incumbent Candidate</b>	<b>Candidate is the Challenger</b>
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

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## **APPENDIX B: E-Voter Institute's 3<sup>rd</sup> Annual Voter Expectations Survey (2008)**

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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: \_\_\_\_\_