



## **The Rise of On-Demand Political Campaigns: E-Voter Institute 2008 Post-Election Findings**

**Results from the E-Voter Institute and HCD Research  
Post-Election Voter Survey  
Conducted November 2008**

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## **FINDINGS AND TRENDS**

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### **The three top trends that were revealed from the E-Voter Institute Post Election Survey and questions that they raise:**

1. There clearly has been a permanent move from passive communications from campaigns to interactive/on-demand information and relationships with candidates. This is being further enhanced by the rise of the non-official campaign given strength by social networks, viral web video, grassroots activists and other peer-to-peer activity. What are the implications for how budget dollars should be allocated and when in the campaign cycle should they be spent?
2. During 2008 there was dramatic growth in Internet literacy and interest in using online tools by all Americans. As a result, voters have higher expectations about how candidates should use the Internet. What are the significant differences by gender, age, ethnicity, political affiliation, and geography?
3. Early voting by absentee or mail-in ballot is becoming increasingly popular. How are those who choose to vote early different from other voters and non-voters and what are the best ways to reach them?

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## **METHODOLOGY**

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To recruit respondents for the **E-Voter Institute’s 2008 Post-Election Study**, emails were sent to an online panel through HCD Research. The survey ran from November 5, 2008 to November 10, 2008. No survey respondents were paid for their answers.

Respondents to the voter survey were randomly selected from a panel of people who have opted-in and agreed to participate in research. 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 were stripped of any identifying information.

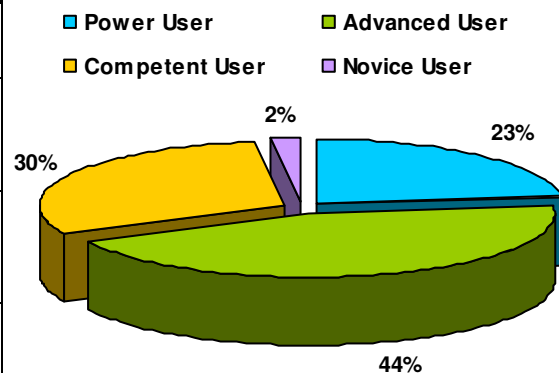
There were **3536** respondents to the E-Voter Institute survey conducted right after the November 2008 election by HCD Research. The survey taken in May 2008 had **4801** respondents.

The characteristics of that group are as follows:

<b>Gender</b>	
Male	32%
Female	68%
<b>Age</b>	
18-24 years old	9%
25-34 years old	25%
35-54 years old	47%
55-64 years old	14%
65-74 years old	4%
75+ years old	1%
<b>Ethnic Mix</b>	
Caucasian	81%
African-American	7%
Asian	6%
Hispanic	4%
Other/Prefer not to answer	2%

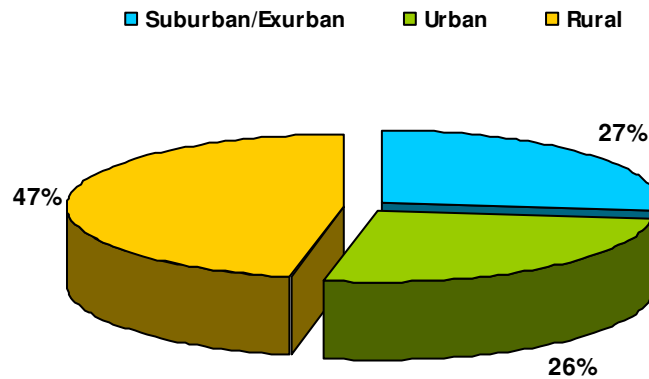
Voters	
Voted at the polls	73%
Voted mail-in or absentee	18%
Didn't vote but were over 18 years of age	9%
Of those who voted:	
Always vote in all elections	74%
Only vote in general elections	14%
Vote sometimes	6%
Were first time voters	5%

Self-defined Level of Technology Competence	
23%	... called themselves <b>power users</b> staying on the leading edge of the Internet
44%	... thought of themselves as <b>advanced users</b> maintaining awareness of changes in online technology
30%	... consider themselves <b>competent users</b> and satisfied with basic online technology to get the information they need
2%	... think of themselves as <b>novice users</b> with limited ability to take advantage of all online technologies



Party Affiliation	
Democrats	43%
Republicans	28%
Independents	23%
Libertarian	1%
Prefer not to answer	5%
Self-Described Position Along the Political Spectrum	
Very or somewhat liberal	34%
Moderate	37%
Very or somewhat conservative	29%
Self-Described Level of Political Activism	
Very politically active	17%
Occasionally active in politics	41%
Not engaged in political activities other than voting	42%

### Geography



Education levels in the survey group show:	
1%	... attended some high school
17%	... graduated from high school
33%	... attended some college
33%	... completed college
15%	... had advanced degrees

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## **DETAILED FINDINGS**

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- 1. There clearly has been a permanent move from passive communications from campaigns to interactive/on-demand information and relationships with candidates. This is being further enhanced by the rise of the non-official campaign given strength by social networks, blogs, viral video, grassroots activists and other peer-to-peer activity. What are the implications for how budget dollars should be allocated and when in the campaign cycle should they be spent?**

Voters have increasingly shown interest in seeing more of the candidate than just a television commercial or sound bite on the news. This E-Voter Institute survey data reveals debates are important to over half of all those who voted and debates were noted by 2 out of 3 voters as a good way to get their attention.

On demand information increasingly is the way to reach voters when and where they want it. This survey reveals that Internet information is slightly ahead of television/cable news reports and commentators as having the most effect on voters. Between the May and November 2008 surveys there is a statistically significant jump in viewing online video from 40-52% of all respondents.

Nearly 60% of the early voters searched for political information online and told friends and family to vote for a candidate. Those interested in seeing candidate television ads on the official web site were slightly more likely to have voted at the poll than those who voted early or not at all.

People who voted are much more interested in news and lifestyle sites while those non-voters favor portals like Yahoo and AOL. National newspaper sites are used by a third of those who voted and only 18% of those who did not vote. **[See Chart 1]**

**Chart 1: Most Used Internet Sources by Those Who Voted/Did Not Vote**

<b>Most Used Internet Sources of Information (by those who did/did not vote in 2008 election)</b>			
	<b>Voted at the poll</b>	<b>Voted absentee/ mail-in</b>	<b>Did not vote</b>
Search engines	55%	59%	48%
Local newspaper site	45%	49%	39%
Cable news sites	44%	42%	29%
Local television or radio sponsored sites	41%	39%	33%
Portals like Yahoo and AOL	40%	40%	43%
National newspaper sites like USATODAY, NYTimes.com, Wall Street Journal	31%	34%	18%
Broadcast television based sites	30%	32%	24%
Health care sites	28%	28%	21%
Social networks like Facebook and MySpace	21%	21%	21%
Educational sites	20%	20%	13%
Financial related sites	19%	21%	9%
Sports related sites	17%	18%	10%
Entertainment and fashion sites	17%	19%	13%
Travel related sites	14%	15%	8%
Music sites	11%	10%	8%

Email is an increasingly accepted means of communicating for a variety of purposes. While in the past a candidate measured success by the total number of email addresses on their list, the E-Voter survey reveals that forwarding email and links is an important dimension to an email campaign.

Expectations for email from candidates are up from 60-66% of respondents between the May and November 2008 surveys—especially among males and those 25-54 years old. Those who voted were significantly more interested in email from the candidate or celebrity endorser than those who did not vote. Email jumped between May and November from 22-25% as a way to get voters’ attention.

For the entire group of survey respondents, forwarding general email jumped from 69-73% between May and November with those 65+ years old showing a 12% jump.

Looking more specifically at political or issue email, women were more likely to forward email about candidates and also more likely to receive them from friends and family.

**[See Chart 2]**



**Chart 2: Political Actions Taken in 2008 Pre-Election vs. Post-Election**

Political Actions Taken in 2008 (by pre-/post-election and gender)						
	Total		Male		Female	
	Pre (n=2,095)	Post (n=1,734)	Pre (n=630)	Post (n=528)	Pre (n=1,465)	Post (n=1,206)
<i>Base</i>						
Received email from friends or family about politics	33%	56%	32%	53%	34%	57%
Searched online for additional information about politics	38%	54%	42%	54%	36%	53%
Viewed online videos about candidates	40%	52%	47%	56%	37%	50%
Visited a candidate's web site	41%	52%	47%	55%	38%	51%
Told a friend or family to vote for a candidate or initiative	34%	49%	38%	49%	32%	50%
Forwarded links or email to friends/family about political issues	28%	45%	27%	41%	29%	47%
Read a blog about politics or candidates	27%	38%	32%	42%	25%	36%
Submitted an email address in order to receive candidate information	17%	29%	18%	31%	17%	29%
Participated in an online discussion about politics	18%	29%	21%	29%	17%	29%
Sent an email to a candidate or politician about your concerns	22%	26%	24%	29%	22%	25%
Clicked on an online political ad	18%	25%	23%	29%	16%	24%
Donated to a candidate or cause online	13%	17%	17%	20%	11%	15%
Attended a candidate event	16%	13%	20%	16%	14%	11%
Volunteered for a political campaign	9%	12%	12%	14%	8%	11%
None of the above	21%	11%	15%	10%	23%	11%

Social network members showed some significant changes in their behavior with those using Twitter jumping from 5-14% between May and November. Across all respondents, usage of Twitter and other micro-blogging sites rose from 5-9% with big jumps in those 18-54 years old. **[See Chart 3]**

The survey also revealed a big jump in the use of Facebook among social network members from 55-72%, with those 55-64 years old showing a dramatic jump from 41%-65% and those 65+ realizing they need to get involved and showing an unexpected jump from 20%-55% participating. We also note that there was a significant jump in Facebook usage among those social network members who called themselves competent computer users in addition to the self-described advanced and power users. Likewise, LinkedIn usage jumped from 15-21% between May and November among social network members.

**Chart 3: Pre-Election vs. Post-Election Usage of Social Networks By Age**

Membership in Social Networks (by pre-/post-election and age)														
	Total		18-24		25-34		35-54		55-64		65-74		75+	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Base	(n=2095)	(n=1734)	(n=330)	(n=244)	(n=714)	(n=585)	(n=910)	(n=748)	(n=125)	(n=130)	(n=15)	(n=22)	(n=1)	(n=3)
<b>Facebook</b>	55%	72%	85%	88%	59%	76%	44%	64%	41%	65%	20%	55%	0%	100%
<b>MySpace</b>	76%	70%	65%	65%	80%	72%	77%	72%	66%	63%	87%	55%	100%	67%
<b>LinkedIn</b>	15%	21%	9%	12%	18%	24%	15%	22%	13%	22%	0%	23%	0%	33%
<b>Twitter</b>	5%	14%	5%	14%	6%	15%	5%	16%	6%	6%	0%	9%	0%	33%
<b>Digg</b>	8%	12%	9%	14%	10%	15%	6%	11%	10%	7%	0%	5%	0%	33%
<b>Live Journal</b>	11%	11%	15%	18%	13%	13%	9%	9%	5%	8%	0%	0%	0%	33%
<b>Other</b>	11%	10%	5%	7%	7%	7%	14%	11%	22%	18%	20%	32%	0%	0%
<b>Eventful</b>	2%	3%	2%	7%	4%	4%	2%	2%	0%	0%	0%	0%	0%	0%

The rise of the unofficial campaign is fueled by the growing ability of voters to post comments on blogs and other sites about a wide variety of interests. Posting to blogs rose from 28-31% between May and November and posting ratings or comments increased from 46-51% with the biggest jump—7%—in those 25-34 years old and those 65-74 years old. One-third of those who voted at the poll post to blogs while only 19% of those who did not vote do so. **[See Chart 4]**

**Chart 4: General Use of the Internet by Those Who Voted/Did Not Vote**

General Internet Use (by those who did/did not vote in 2008 election)				
	Total	Voted at the poll	Voted absentee/mail-in	Did not vote
Use email	94%	94%	95%	92%
Make online purchases	80%	81%	84%	66%
Have broadband access to the Internet at home	74%	74%	78%	66%
Forward links and email to friends/family	73%	74%	75%	64%
Read newspapers or magazines online	66%	68%	68%	51%
Play online games	56%	56%	53%	58%
Have wireless capability	56%	56%	60%	44%
Download video and/or audio	53%	54%	55%	46%
Post ratings or comments online	51%	52%	53%	36%
Social network member	49%	50%	47%	47%
Listen to online radio	45%	46%	48%	37%
Upload video and/or audio	32%	33%	32%	24%
Post to other blogs	31%	33%	28%	19%
Maintain a blog or your own web site	23%	24%	23%	17%
Use widgets	21%	21%	23%	16%
Subscribe to RSS feeds	20%	21%	22%	12%
Use Twitter or other micro-blogging sites	9%	9%	11%	4%

While still not commonly used, text messaging is growing in popularity with text messaging up from 5-8% between May and November across all sectors as a way for candidates to get their attention. We see consistent growth of texting for all levels of technology sophistication:

- Power users from 8-14%
- Advanced users from 4-7%
- Competent 2-4%

It is interesting to note that local television is the most trusted source of news and information by those who did **not** vote. Those who did not vote also trusted friends, family, and people from work as a news source significantly more than those who voted.

**[See Chart 5]**

**Chart 5: Most Trusted News Sources by Those Who Voted/Did Not Vote**

<b>Must Trusted News Sources (by those who did/did not vote in 2008 election)</b>				
	<b>Total</b>	<b>Voted at the Poll</b>	<b>Voted Absentee/ mail-in</b>	<b>Did not vote</b>
<b>Local television</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>	<b>48%</b>
<b>News related web sites (newspaper, magazine, cable, TV related sites)</b>	<b>37%</b>	<b>38%</b>	<b>40%</b>	<b>27%</b>
<b>Cable news</b>	<b>37%</b>	<b>38%</b>	<b>34%</b>	<b>29%</b>
<b>Network television</b>	<b>36%</b>	<b>36%</b>	<b>35%</b>	<b>33%</b>
<b>Newspapers</b>	<b>35%</b>	<b>35%</b>	<b>38%</b>	<b>30%</b>
<b>Friends and family</b>	<b>21%</b>	<b>19%</b>	<b>20%</b>	<b>32%</b>
<b>Radio</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>18%</b>
<b>Large portal sites (like Yahoo or AOL)</b>	<b>16%</b>	<b>16%</b>	<b>17%</b>	<b>22%</b>
<b>General interest web sites</b>	<b>9%</b>	<b>9%</b>	<b>7%</b>	<b>10%</b>
<b>E-mail</b>	<b>8%</b>	<b>7%</b>	<b>9%</b>	<b>12%</b>
<b>Search engines</b>	<b>8%</b>	<b>8%</b>	<b>7%</b>	<b>10%</b>
<b>Debates</b>	<b>8%</b>	<b>9%</b>	<b>5%</b>	<b>3%</b>
<b>Blogs</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>4%</b>
<b>Magazines</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>
<b>Online social networks</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>5%</b>
<b>People from work</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>8%</b>
<b>Candidate commercials</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>

Which all raises the question of why is so much money spent on political television ads?

Digging just a bit deeper, when voters were asked when they decided who to vote for:

- 74% said months ago
- 16% said a few weeks before the election
- 4% said a week before the election
- 2% said the day before the election
- 3% said they decided once they went behind the curtain to vote

This survey seems to suggest the old 80-20 rule with nearly 80% of the voters seeing campaign ads paid for by 20% of the budget and 20% of the people feeling the impact of 80% of the campaign budget.

**2. There has been dramatic growth in Internet literacy and interest in using online tools. As a result, voters have higher expectations about how candidates should use the Internet. What are the significant differences by gender, age, ethnicity, political affiliation, and geography are significant in some cases?**

In general, those who responded to this E-Voter Institute survey were significant users of email with 94% using it. [See Chart 6] What people do with email is also revealing in that 73% say they forward links and email to friends and family and 45% reporting they forwarded links or email about political issues. Over half of the respondents report receiving an email from friends or family about politics.

Eight out of ten make online purchases and over 50% post ratings or comments online. Reading newspapers or magazines online is popular with two thirds of the survey respondents while 53% download video and/or audio and 45% listen to online radio. Playing online games is increasingly popular with 56% of all survey respondents saying they do so. Nearly 50% of the respondents reported that they are members of an online social network.

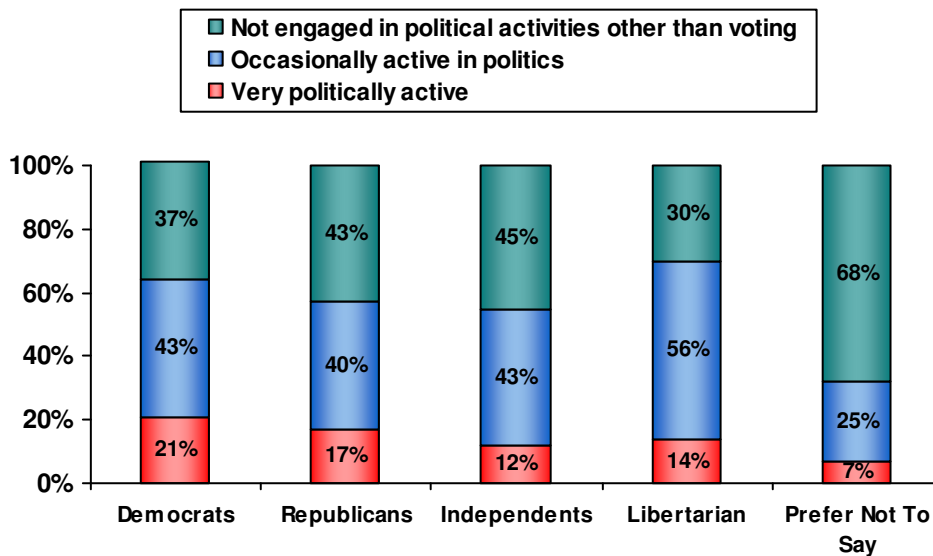
**Chart 6: General Internet Use by Political Affiliation**

General Internet Use (by political affiliation)					
	Democrat	Republican	Independent	Libertarian	Prefer not to say
Use email	94%	94%	95%	95%	88%
Social network member	52%	43%	52%	56%	45%
Maintain a blog or your own web site	25%	20%	24%	42%	19%
Post to other blogs	33%	28%	32%	33%	21%
Post ratings or comments online	53%	46%	53%	60%	38%
Subscribe to RSS feeds	22%	17%	22%	21%	15%
Download video and/or audio	55%	49%	56%	67%	43%
Use widgets	23%	16%	23%	16%	19%
Upload video and/or audio	35%	28%	34%	37%	22%
Listen to online radio	47%	41%	49%	72%	36%
Forward links and email to friends/family	74%	71%	75%	67%	70%
Play online games	59%	50%	57%	63%	54%
Make online purchases	81%	78%	83%	84%	65%
Use Twitter or other micro-blogging sites	11%	7%	10%	7%	6%
Read newspapers or magazines online	69%	63%	69%	65%	52%
Have broadband access to the Internet at home	74%	73%	78%	84%	61%
Have wireless capability	55%	57%	56%	58%	52%

In this sample, while most people across the political spectrum use email, Republicans lagged behind both Democrats and Independents in their general use of the Internet. Most significantly, 9% more Democrats and Independents belong to an online social network than Republicans. While 46% of the Republicans post ratings and comments online, 53% of the Democrats and Independents do

While 21% of the Democrats describe themselves as very politically active, 17% of Republicans say the same thing, and only 12% of the Independents are very politically active. At the same time, 45% of the Independents do not engage in any political activities other than voting while 43% of the Republicans engage in no political activities other than voting. The Democrats lead in activism with only 37% saying they engage in no political activities other than voting. **[See Figure A]**

**Figure A: Political Activism by Party**



Democrats are much more likely than Republicans and Independents to donate online, watch a webcast of a candidate event, and visit a candidate web site. **[See Chart 7]** Just over 50% of the both Democrats and Republicans told a friend or family member to vote for a candidate or initiative, and about the same number forwarded links or email about political issues. Republicans were least likely to read a blog about politics or candidates, search online for additional information about politics, and submit an email address in order to receive candidate information.

**Chart 7: Political Actions Taken in 2008 by Party Affiliation**

<b>Political Actions Taken in 2008 (by political affiliation)</b>					
	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>	<b>Libertarian</b>	<b>Prefer not to say</b>
<b>Donated to a candidate or cause online</b>	<b>23%</b>	<b>11%</b>	<b>14%</b>	<b>19%</b>	<b>6%</b>
<b>Donated to a candidate or cause using a check or credit card in response to direct mail or to attend an event</b>	<b>12%</b>	<b>9%</b>	<b>8%</b>	<b>9%</b>	<b>2%</b>
<b>Submitted an email address in order to receive candidate information</b>	<b>35%</b>	<b>25%</b>	<b>27%</b>	<b>26%</b>	<b>15%</b>
<b>Searched online for additional information about politics</b>	<b>57%</b>	<b>51%</b>	<b>55%</b>	<b>60%</b>	<b>34%</b>
<b>Clicked on an online political ad</b>	<b>30%</b>	<b>23%</b>	<b>22%</b>	<b>12%</b>	<b>14%</b>
<b>Watched a webcast from a candidate event</b>	<b>32%</b>	<b>23%</b>	<b>28%</b>	<b>21%</b>	<b>19%</b>
<b>Attended a candidate event</b>	<b>16%</b>	<b>9%</b>	<b>11%</b>	<b>14%</b>	<b>7%</b>
<b>Volunteered for a political campaign</b>	<b>15%</b>	<b>10%</b>	<b>10%</b>	<b>14%</b>	<b>6%</b>
<b>Told a friend or family to vote for a candidate or initiative</b>	<b>52%</b>	<b>52%</b>	<b>44%</b>	<b>58%</b>	<b>25%</b>
<b>Forwarded links or email to friends/family about political issues</b>	<b>49%</b>	<b>47%</b>	<b>42%</b>	<b>40%</b>	<b>22%</b>
<b>Participated in an online discussion about politics</b>	<b>32%</b>	<b>26%</b>	<b>30%</b>	<b>44%</b>	<b>14%</b>
<b>Visited a candidate's web site</b>	<b>57%</b>	<b>48%</b>	<b>51%</b>	<b>65%</b>	<b>28%</b>
<b>Read a blog about politics or candidates</b>	<b>42%</b>	<b>34%</b>	<b>40%</b>	<b>49%</b>	<b>19%</b>
<b>Viewed online videos about candidates</b>	<b>56%</b>	<b>49%</b>	<b>53%</b>	<b>60%</b>	<b>28%</b>
<b>Received email from friends or family about politics</b>	<b>56%</b>	<b>63%</b>	<b>52%</b>	<b>60%</b>	<b>29%</b>
<b>Sent an email to a candidate or politician about your concerns</b>	<b>29%</b>	<b>25%</b>	<b>25%</b>	<b>37%</b>	<b>13%</b>

Gender differences are few in our survey. Women do seem to be more inclined to post ratings and comments and be members of a social network. Men were nearly 15% more likely to download a video or audio file but about one third of both men and women upload video or audio. In this sample, 58% of the women report playing online games, while only 51% of the men report the same. Half the men in the survey reported listening to online radio while 43% of the women reported the same.

It is no surprise the those 18-24 years old show the most interest in all things Internet, but they are the least likely to forward links and email to friends and family. [See Chart 8]

Those 25-34 years old are least likely to give up an email address in order to receive online information from candidates. About 50% of those 18-54 listen to online radio. Over 50% of each age category had visited a candidate’s web site and those 65-74 years old showing a significant interest in viewing online video about a candidate.

**Chart 8: Political Actions Taken in 2008 by Age Group**

Political Actions Taken in 2008 (by age)							
	Total	18-24	25-34	35-54	55-64	65-74	75+
Received email from friends or family about politics	56%	46%	51%	56%	66%	76%	72%
Searched online for additional information about politics	54%	58%	54%	53%	53%	54%	45%
Viewed online videos about candidates	52%	55%	50%	51%	56%	59%	38%
Visited a candidate’s web site	52%	57%	52%	51%	54%	50%	31%
Told a friend or family to vote for a candidate or initiative	49%	57%	50%	47%	51%	58%	41%
Forwarded links or email to friends/family about political issues	45%	38%	42%	44%	54%	72%	62%
Read a blog about politics or candidates	38%	46%	41%	37%	32%	38%	14%
Submitted an email address in order to received candidate information	29%	34%	25%	29%	33%	39%	24%
Participated in an online discussion about politics	29%	37%	29%	31%	21%	20%	14%
Watched a webcast from a candidate event	28%	26%	26%	29%	30%	25%	17%
Sent an email to a candidate or politician about your concerns	26%	20%	19%	28%	32%	51%	45%
Clicked on an online political ad	25%	28%	23%	25%	28%	30%	14%
Donated to a candidate or cause online	17%	17%	16%	16%	18%	27%	34%
Attended a candidate event	13%	17%	11%	12%	14%	15%	7%
Volunteered for a political campaign	12%	13%	11%	12%	12%	17%	10%
Donated to a candidate or cause using a check or credit card in response to direct mail or to attend an event	10%	8%	7%	10%	12%	17%	38%



Looking at ethnic differences reveal some interesting patterns [See Chart 9]:

- ❖ Caucasians are tops in email and online purchases
- ❖ Hispanics have significantly lower expectations for candidates to have a web site than Caucasians
- ❖ Caucasians and Asians agree on trustworthiness of news related web sites

Hispanics are a growing online audience with second and third generation Latinos embracing the Internet enthusiastically while still maintaining their interest in traditional media:

- ❖ Hispanics most post to blogs, upload video
- ❖ Hispanics see radio as their most trusted news source
- ❖ Hispanics and Asians were equally favorable about viral videos as a way for candidates to get their attention

African-Americans were a highly desirable audience in 2008 and we did find some interest from this group in personalized messages:

- ❖ African-Americans use social networks at same rate as Hispanics and Caucasian, while they were tops in listening to online radio and playing online games
- ❖ African-Americans see email from candidates and celebrity endorsers, and text messaging as the best ways for candidates to get their attention
- ❖ African-Americans most trusted local television significantly more than others
- ❖ African-Americans were most affected by phone calls from volunteers

**Chart 9: General Internet Use by Ethnic Group**

General Internet Use (by ethnic group)				
	Caucasian	Hispanic	African-American	Asian
Use email	95%	89%	93%	86%
Social network member	48%	48%	48%	59%
Maintain a blog or your own web site	22%	24%	21%	27%
Post to other blogs	30%	39%	30%	35%
Post ratings or comments online	51%	49%	41%	52%
Subscribe to RSS feeds	20%	26%	17%	22%
Download video and/or audio	52%	57%	47%	67%
Use widgets	21%	22%	15%	29%
Upload video and/or audio	31%	43%	32%	38%
Listen to online radio	45%	50%	52%	42%
Forward links and email to friends/family	75%	72%	64%	61%
Play online games	56%	53%	63%	50%
Make online purchases	82%	74%	69%	71%
Use Twitter or other micro-blogging sites	9%	13%	7%	17%
Read newspapers or magazines online	67%	59%	60%	69%
Have broadband access to the Internet at home	75%	69%	64%	71%
Have wireless capability	56%	55%	44%	65%

Asians are a growing presence in the US with the first Vietnamese candidate elected to Congress from Louisiana in 2008. In our survey, 41% of the Asians called themselves power users, a significantly higher percentage than most other groups. While 50% of the Asians surveyed relied on Internet information to make decisions about candidates, significantly more Asians than other ethnic groups were influenced by their family about who to vote for. **[See Chart 10]**

Also of note:

- ❖ Asians are most involved in social networks and downloading video
- ❖ More Asians expect candidates to use blogs and podcasts than any other ethnic group
- ❖ Asians are least likely to use local newspaper, television or radio sites, and are more interested in financial related sites than any other group.

**Chart 10: What Has the Most Effect on Voting Decisions by Ethnic Group**

Medium with Most Impact on Voting Decisions (by ethnic group)				
	Caucasian	Hispanic	African-American	Asian
Who my family voted for	8%	8%	9%	16%
Internet information	37%	39%	34%	50%
Television/cable advertisements	19%	36%	31%	28%
Television/cable news reports and commentators	36%	44%	39%	45%
Debates	55%	65%	66%	53%
Newspaper editorials	15%	20%	15%	23%
Recommendations from my political party	11%	14%	14%	11%
Friends	14%	23%	15%	23%
Direct mail	5%	14%	9%	12%
Phone calls from campaign volunteers	2%	5%	9%	8%
Endorsements	9%	16%	17%	17%

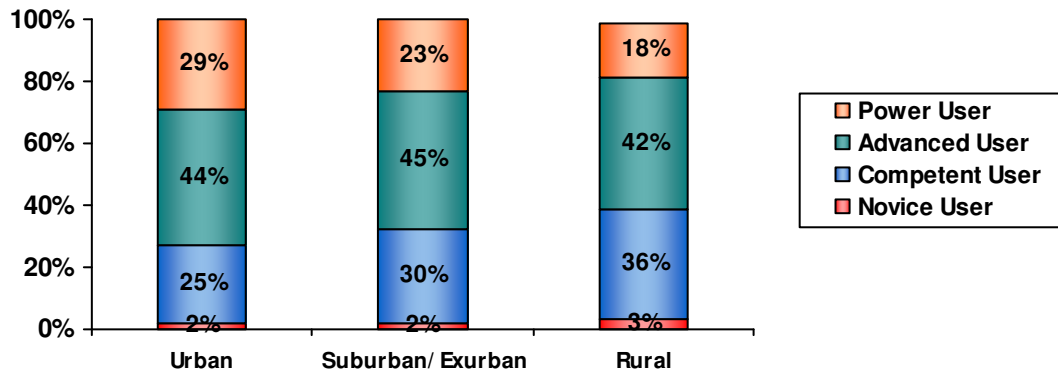
While there are some differences in what kinds of political actions were taken by each ethnic group, it is noteworthy that nearly 50% of all groups used search engines to find out more information about candidates and viewed online videos about candidates. **[See Chart 11]**

**Chart 11: Political Actions Taken in 2008 by Ethnic Group**

<b>Political Actions Taken in 2008 (by ethnic group)</b>				
	<b>Caucasian</b>	<b>Hispanic</b>	<b>African-American</b>	<b>Asian</b>
<b>Donated to a candidate or cause online</b>	<b>17%</b>	<b>15%</b>	<b>20%</b>	<b>16%</b>
<b>Donated to a candidate or cause using a check or credit card in response to direct mail or to attend an event</b>	<b>9%</b>	<b>11%</b>	<b>14%</b>	<b>8%</b>
<b>Submitted an email address in order to receive candidate information</b>	<b>30%</b>	<b>24%</b>	<b>35%</b>	<b>19%</b>
<b>Searched online for additional information about politics</b>	<b>54%</b>	<b>54%</b>	<b>47%</b>	<b>52%</b>
<b>Clicked on an online political ad</b>	<b>24%</b>	<b>26%</b>	<b>36%</b>	<b>26%</b>
<b>Watched a webcast from a candidate event</b>	<b>27%</b>	<b>35%</b>	<b>34%</b>	<b>30%</b>
<b>Attended a candidate event</b>	<b>12%</b>	<b>20%</b>	<b>18%</b>	<b>12%</b>
<b>Volunteered for a political campaign</b>	<b>11%</b>	<b>15%</b>	<b>18%</b>	<b>10%</b>
<b>Told a friend or family to vote for a candidate or initiative</b>	<b>50%</b>	<b>46%</b>	<b>45%</b>	<b>45%</b>
<b>Forwarded links or email to friends/family about political issues</b>	<b>46%</b>	<b>43%</b>	<b>47%</b>	<b>35%</b>
<b>Participated in an online discussion about politics</b>	<b>29%</b>	<b>27%</b>	<b>34%</b>	<b>26%</b>
<b>Visited a candidate's web site</b>	<b>51%</b>	<b>54%</b>	<b>53%</b>	<b>52%</b>
<b>Read a blog about politics or candidates</b>	<b>37%</b>	<b>43%</b>	<b>39%</b>	<b>43%</b>
<b>Viewed online videos about candidates</b>	<b>51%</b>	<b>60%</b>	<b>57%</b>	<b>56%</b>
<b>Received email from friends or family about politics</b>	<b>58%</b>	<b>49%</b>	<b>50%</b>	<b>40%</b>
<b>Sent an email to a candidate or politician about your concerns</b>	<b>27%</b>	<b>24%</b>	<b>25%</b>	<b>14%</b>

Geography does seem to matter when it comes to computer literacy and use. While 29% of urban residents call themselves power users only 18% of people in rural America and 23% of those in suburban or exurban areas describe themselves in the same way. At the same time, 36% of the rural people call themselves competent compared to just 25% of the urban people and 30% or those in suburban or exurban areas. **[See Figure B]**

**Figure B: Self-Described Computer Literacy by Geography**



Nearly half the people everywhere seem to share an interest in local newspaper sites, while urban people are much more likely to use national newspaper sites to find news and information. Significantly fewer people in rural areas are interested in sports sites, entertainment and fashion sites, and search engines than those in other areas.

Suburban and exurban people are the most likely to use cable news with 39% reporting so. Likewise, 39% of those same people use news related web sites to find out about current events. **[See Chart 12]**

**Chart 12: Most Trusted News Sources by Geographic Location**

Most Trusted News Sources (by geographic location)			
	Rural	Urban	Suburban/ Exurban
Newspapers	35%	37%	34%
Network television	38%	35%	35%
Local television	46%	38%	41%
E-mail	10%	8%	7%
Cable news	35%	35%	39%
Candidate commercials	3%	2%	3%
Search engines	8%	9%	7%
Online social networks	5%	5%	4%
Radio	18%	19%	21%
Friends and family	22%	20%	20%
News related web sites (newspaper, magazine, cable, TV related sites)	34%	37%	39%
General interest web sites	8%	8%	10%
Large portal sites (like Yahoo or AOL)	17%	16%	16%
Debates	7%	7%	8%
Magazines	5%	7%	5%
Blogs	4%	9%	6%
Books	1%	1%	1%
People from work	3%	4%	4%

Urban voters are most likely to contribute online, submit an email address in order to receive candidate information, and click on an online political ad. [See Chart 13] In addition, significantly more urban respondents attended a political event or volunteered for a political campaign. The urban and suburban/exurban dwellers also were much more likely (by 15%) to tell a friend or family member to vote for a candidate or initiative.

Those living in suburban or exurban areas (47%) were most likely to receive an email from a friend or family member about politics. These people were also the most likely to forward links or email to friends/family about political issues.

**Chart 13: Political Actions Taken in 2008 by Geographic Location**

<b>Political Actions Taken in 2008 (by geographic location)</b>			
	<b>Rural</b>	<b>Urban</b>	<b>Suburban/ Exurban</b>
<b>Donated to a candidate or cause online</b>	<b>13%</b>	<b>21%</b>	<b>16%</b>
<b>Donated to a candidate or cause using a check or credit card in response to direct mail or to attend an event</b>	<b>8%</b>	<b>12%</b>	<b>10%</b>
<b>Submitted an email address in order to receive candidate information</b>	<b>25%</b>	<b>34%</b>	<b>30%</b>
<b>Searched online for additional information about politics</b>	<b>49%</b>	<b>53%</b>	<b>56%</b>
<b>Clicked on an online political ad</b>	<b>22%</b>	<b>30%</b>	<b>25%</b>
<b>Watched a webcast from a candidate event</b>	<b>24%</b>	<b>31%</b>	<b>28%</b>
<b>Attended a candidate event</b>	<b>9%</b>	<b>17%</b>	<b>12%</b>
<b>Volunteered for a political campaign</b>	<b>8%</b>	<b>15%</b>	<b>12%</b>
<b>Told a friend or family to vote for a candidate or initiative</b>	<b>44%</b>	<b>52%</b>	<b>51%</b>
<b>Forwarded links or email to friends/family about political issues</b>	<b>41%</b>	<b>45%</b>	<b>48%</b>
<b>Participated in an online discussion about politics</b>	<b>27%</b>	<b>32%</b>	<b>29%</b>
<b>Visited a candidate's web site</b>	<b>44%</b>	<b>56%</b>	<b>54%</b>
<b>Read a blog about politics or candidates</b>	<b>32%</b>	<b>42%</b>	<b>40%</b>
<b>Viewed online videos about candidates</b>	<b>45%</b>	<b>55%</b>	<b>55%</b>
<b>Received email from friends or family about politics</b>	<b>53%</b>	<b>53%</b>	<b>59%</b>
<b>Sent an email to a candidate or politician about your concerns</b>	<b>24%</b>	<b>28%</b>	<b>26%</b>

**3. Early voting by absentee or mail-in ballot is becoming increasingly popular. How are those who choose to vote early different from other voters and non-voters and what are the best ways to reach them?**

Overall, 131.26 million voters, or 63 percent of the estimated eligible voting-age population, cast ballots for president, up from 60.6 percent in 2004. It is the highest turnout since 1960, when 64.8 percent of eligible voters voted, according to Curtis Gans, Director, Center for the Study of the American Electorate at American University, who tabulated final and official returns from all 50 states and the District of Columbia. It also was the third consecutive presidential election marked by a jump in turnout. It is estimated that between 25-33% of the vote nationwide was cast as a mail-in or absentee ballot.

Those who voted early through the mail or other means were significantly more inclined to use all web tools, seemed to be slightly more interested in the Internet in general, and had the highest expectations that information about candidates and initiatives would be on the Internet. **[See Chart 14]**

**Chart 14: Voter Expectations for Candidate Use of the Internet**

<b>Voter Expectations for Candidate Internet Use (by those who did/did not vote in 2008 election)</b>			
	<b>Voted at the poll</b>	<b>Voted absentee/ mail-in</b>	<b>Did not vote</b>
<b>Official web site</b>	<b>85%</b>	<b>87%</b>	<b>73%</b>
<b>Fund raising</b>	<b>67%</b>	<b>72%</b>	<b>55%</b>
<b>E-mail</b>	<b>66%</b>	<b>70%</b>	<b>55%</b>
<b>Online ads</b>	<b>61%</b>	<b>63%</b>	<b>60%</b>
<b>Webcasts of events</b>	<b>59%</b>	<b>65%</b>	<b>51%</b>
<b>Blogs and podcasts</b>	<b>46%</b>	<b>51%</b>	<b>39%</b>
<b>Television ads on the official web site</b>	<b>64%</b>	<b>62%</b>	<b>58%</b>
<b>Campaign web video on other sites</b>	<b>60%</b>	<b>60%</b>	<b>55%</b>
<b>Participate in social networking sites</b>	<b>33%</b>	<b>35%</b>	<b>26%</b>

For those who voted early, the official web site was almost as attention getting as a television or cable ad. These early voters also favored the Internet as a means for candidates to get their attention. More than one-third of the early voters submitted an email address to a candidate in order to receive a newsletter or updates. **[See Chart 15]**

**Chart 15: Political Actions Taken in 2008 by Those Who Voted**

<b>Political Actions Taken in 2008 (by those who did/did not vote in 2008 election)</b>			
	<b>Voted at the poll</b>	<b>Voted absentee/ mail-in</b>	<b>Did not vote</b>
Donated to a candidate or cause online	17%	22%	3%
Donated to a candidate or cause using a check or credit card in response to direct mail or to attend an event	10%	13%	2%
Submitted an email address in order to receive candidate information	30%	36%	9%
Searched online for additional information about politics	56%	58%	28%
Clicked on an online political ad	26%	28%	13%
Watched a webcast from a candidate event	29%	30%	18%
Attended a candidate event	13%	16%	3%
Volunteered for a political campaign	12%	14%	4%
Told a friend or family to vote for a candidate or initiative	52%	57%	18%
Forwarded links or email to friends/family about political issues	47%	50%	23%
Participated in an online discussion about politics	31%	30%	14%
Visited a candidate's web site	54%	57%	23%
Read a blog about politics or candidates	40%	40%	21%
Viewed online videos about candidates	54%	56%	31%
Received email from friends or family about politics	58%	60%	30%
Sent an email to a candidate or politician about your concerns	27%	30%	8%

Nearly half of the early voters call themselves advanced and 20% power users of technology. Facebook, LinkedIn, and Twitter are used significantly more by those who voted early. Nearly three-quarters of the early voters expected online fundraising and 2 out of 3 of the early voters expected webcasts. Early voters were significantly more inclined to donate online as well as from direct mail and attendance at events

Early voters were most likely to tell a friend or family member to vote for a candidate or initiative. At the same time, early voters relied on party recommendations and direct mail to make their final decision about who to vote for more than other voters and non-voters.

Where to find these early voters? This survey revealed that early voters rated online news sites as most trusted while those who voted at the polls said local television was their top choice. Newspapers were noted as most important to those who voted early, and least for those who did not vote at all.

Those who voted and those who did not vote at all agreed that television or cable ads are the best way to get their attention. [See Chart 16] This brings us back to the question of whether television expenditures are the most cost effective way to get a campaign message out. While it seems they do work with traditional voters and non-voters, at the end of the campaign, many of those dollars are being wasted on people who have already voted and probably weren't listening to the message.

The data also suggests that there is a gap between what voters say gets their attention and what sources of information they really trust for news.

**Chart 16: Best Ways for Candidates to Get Attention of Voters**

<b>Best Ways for Candidates to Get Voters' Attention (by those who did/did not vote in 2008 election)</b>			
	<b>Voted at the poll</b>	<b>Voted absentee/ mail-in</b>	<b>Did not vote</b>
Television or cable ads	59%	56%	59%
Direct mail	25%	25%	21%
Online ads	22%	24%	21%
E-mail from candidate or celebrity endorser	25%	28%	13%
Newspaper ads	24%	22%	20%
Social networking sites	15%	16%	14%
Phone	10%	11%	5%
Official web site	48%	54%	33%
Viral video about a candidate	13%	16%	11%
Radio ads	21%	19%	15%
Webcasts	16%	17%	15%
Debates	62%	62%	43%
Independent blog posting	12%	14%	8%
Text messaging	8%	9%	5%
Yard signs and outdoor billboards	20%	18%	13%
Word of mouth	36%	39%	33%



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## **CONCLUSION**

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Campaign season 2007-2008 was a watershed moment in political campaign history. After years of slow but steady growth in the use of the Internet by all voters, there were significant jumps between May and November 2008 in the use of online social networks and other online peer-to-peer communications.

The balance of power is shifting away from the top down candidate driven campaigns to one where voters expect to have a voice in campaign strategy, policy discussions, and personnel decisions. The Internet is much more than a way for candidates to raise money. It is a means by which voters can be persuaded about issues, mobilized for rallies and house parties, and compelled to vote.

There are significant opportunities for races in 2009 and 2010 to take advantage of the lessons learned in 2008 and to provide political consultants a chance to stretch campaign dollars in ever-new ways using the web. The time to start is now for those looking to build online relationships and on-demand campaigns.

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## **CONTACT INFORMATION**

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### **E-Voter Institute**

E-Voter Institute is a non-partisan trade association representing web publishers and solution providers to promote the use of the Internet for political and advocacy communications. Previous research is available from <http://evoterinstitute.com> or contact [Karen@e-voterinstitute.com](mailto:Karen@e-voterinstitute.com)

### **HCD Research**

HCD Research is a communications research company, headquartered in Flemington, NJ. The company's services include traditional and web-based marketing and communications research. For additional information on HCD Research, access the company's web site at [www.hcdi.net](http://www.hcdi.net) or call HCD Research at (908) 788-9393.

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## **APPENDICES**

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- **APPENDIX A:**  
**Questions for the E-Voter Institute’s 2008 Post-Election Voter Survey November 2008**
- **APPENDIX B:**  
**Questions for the E-Voter Institute’s 3<sup>rd</sup> Annual Voter Expectations Survey May 2008**

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## **APPENDIX A: E-Voter Institute's 2008 Post-Election Voter Survey**

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1. 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 engines
  - Online social networks
  - Radio
  - Friends and family
  - News related web sites (newspaper, magazine, cable, TV related sites)
  - General interest web sites
  - Large portal sites (like Yahoo or AOL)
  - Debates
  - Magazines
  - Blogs
  - Books
  - People from work
  - Other (Please Specify) \_\_\_\_\_
  
2. Which sites do you rely on for general information in your life? Check ALL that apply:
  - Local newspaper site
  - National newspaper sites like USATODAY, NYTimes.com, Wall Street Journal
  - Local television or radio sponsored sites
  - Broadcast television based sites
  - Cable news sites
  - Sports related sites
  - Travel related sites
  - Financial related sites
  - Health care sites
  - Educational sites
  - Search engines
  - Portals like Yahoo and AOL
  - Entertainment and fashion sites
  - Music sites
  - Social networks like Facebook and MySpace

3. 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
4. Select the characteristics that best describe you:
- 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

*(For those who are members of social networks)*

5. What social networks are you a member of? Check all that apply.
- Facebook
  - MySpace
  - LinkedIn
  - Eventful
  - Live Journal
  - Twitter
  - Digg
  - Other (Please Specify) \_\_\_\_\_

6. How do you expect presidential 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) \_\_\_\_\_
7. What were 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) \_\_\_\_\_

8. Which of the following have you done in 2008? Check all that apply.
- Donated to a candidate or cause online
  - Donated to a candidate or cause using a check or credit card in response to direct mail or to attend an event
  - Submitted an email address in order to receive candidate information
  - Searched online for additional information about politics
  - Clicked on an online political ad
  - Watched a webcast from a candidate event
  - Attended a candidate 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
9. Did you vote in the 2008 presidential election?
- Yes, at the poll
  - Yes, absentee/mail-in
  - No

*(For those who voted)*

10. Which of the following describes your voting habits?
- I always vote in all elections
  - I only vote in general elections
  - I only vote sometimes
  - I am a first time voter

*(For those who voted)*

11. Which of the following had the most effect on how you voted in the 2008 election?
- Who my family voted for
  - Internet information
  - Television/cable advertisements
  - Television/cable news reports and commentators
  - Debates
  - Newspaper editorials
  - Recommendations from my political party
  - Friends
  - Direct mail
  - Phone calls from campaign volunteers
  - Endorsements
  - Other (Please Specify) \_\_\_\_\_

*(For those who voted)*

12. When did you decide who you were going to vote for in the 2008 election?

- Months ago
- A few weeks ago
- The week before the election
- The day before the election
- When you went behind the curtain and voted

13. Which of the following best describes your political affiliation?

- Democrat
- Republican
- Independent
- Libertarian
- Prefer not to say

14. How would you describe your level of political activism?

- Very politically active
- Occasionally active in politics
- Not engaged in political activities other than voting

15. 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

16. What is your gender?

- Male
- Female

17. Which of the following best describes your age?

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



18. With which of the following ethnicities do you identify?

- Caucasian
- Hispanic
- African-American
- Asian
- Native American
- Other
- Prefer not to answer

19. Which of the following best describes the highest level of education you have completed?

- Grade school
- Some high school
- High school graduate or GED
- Some college
- Completed college
- Advanced degree/post graduate
- Prefer not to answer

20. How would you describe the place where you live?

- Rural
- Urban
- Suburban
- Exurban

21. In what state do you currently live? \_\_\_\_\_

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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: \_\_\_\_\_