

Moving to the Mainstream:

Web-Based Political Communications on the Road to 2008

E-Voter Institute's
2006 Research and Findings from the Fifth Annual Survey
of Political and Advocacy Communication Leaders and
the First Annual Survey of Voter Expectations

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2006 Research and Findings from the 5th Annual Survey of
Political and Advocacy Communication Leaders and the First
Annual Survey of Voter Expectations**

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Summary of Survey Findings

Finding 1

There is an increasing awareness that web-based tools are complementary to traditional campaigning techniques and are being accepted as part of the arsenal to win elections.

Finding 2

With changes in technology and a steep learning curve, consultants are taking a more practical view towards the Internet and trying to determine what tools are most effective for reaching different audiences.

Finding 3

Voters see more control in mass media messages than in personal communications from campaigns. Consultants spend money on techniques with an emphasis on personal communications that they can control.

Finding 4

A variety of sites were used for online advertising, particularly popular were sites related to traditional media properties.

Finding 5

Getting voters' attention requires more than television, phone and radio.

Finding 6

The Internet has become a trusted news source.

Finding 7

Internet users of all ages are actively looking for information and sharing what they find

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GOALS

- The Fifth Annual E-Voter survey was conducted in July 2006 to continue to measure the impact of the Internet on the political landscape. Many of the questions were asked in the past to allow for analysis of changing attitudes about the role of the Internet in reaching voters, raising funds, and getting out the vote.
- This First Annual Voter survey by E-Voter Institute was conducted in order to begin to explore the relationship between the views of the political communication leaders and voters who use the Internet. In addition, the survey used online advertising to test the application of rich media advertising technology that enables political advertisers to connect with constituents by creating an interactive online environment that generates action.
- This benchmark study will be used to design more revealing questions in 2007 as the Internet becomes even more representative of the voting population. Partners in this survey and ongoing research are HCD Research, PointRoll, and Muhlenberg College, Institute of Public Opinion.

SCOPE and METHODOLOGY

- **Fifth Annual Survey of Political and Advocacy Communications Leaders**

As in past years, participating organizations ran flash banners and text links on their web sites to attract respondents for the **Fifth Annual Survey of Political and Advocacy Communications Leaders**. In addition, emails were sent to membership lists, client lists, and newsletter recipients to request participation in the survey. The survey ran from June 30-August 4, 2006. A total sample size of 155 consultants was obtained.

Organizations supporting the 2006 communication leaders research included:

- American Association of Political Consultants (AAPC)
- Campaigns and Elections Magazine
- CompleteCampaigns.com
- National Journal
- PoliticsOnline.com
- San Diego Union-Tribune and SignOnSanDiego.com
- The Public Advocacy Group
- USA Today
- Washington Post Newsweek Interactive and Slate.com

- **First Annual Survey of Voter Expectations**

To recruit respondents for the **First Annual Survey of Voter Expectations**, a direct response campaign was conducted using rich media technology to gather data. The online tools allowed for the use of compelling interactive features and functionality including an expanding banner ad with polling and survey capability.



The image shows a screenshot of a web survey interface. At the top, there is a banner with a large question mark icon and the text "play POLITICAL CAMPAIGN manager". Below the banner, the question is "How do you expect candidates to use the Internet? Check all that apply". The survey options are presented in a grid of checkboxes:

<input type="checkbox"/> Web Site	<input type="checkbox"/> Blogs and Podcasts
<input type="checkbox"/> Fund Raising	<input type="checkbox"/> Television Ads on the Candidate Web Site
<input type="checkbox"/> E-mail	<input type="checkbox"/> Other
<input type="checkbox"/> ADS Online Ads	

At the bottom right of the form, there is a "SUBMIT" button and the "eVoter | pointroll" logo.

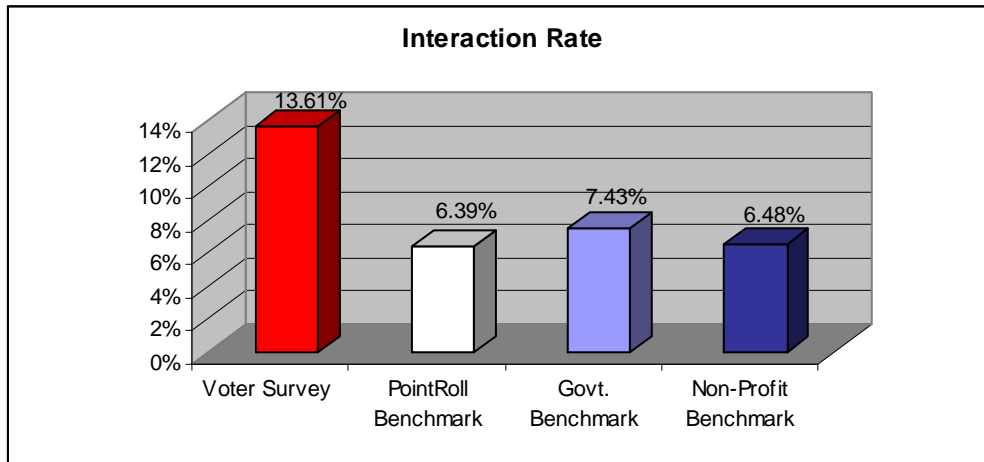
From late June through early August of 2006, 1.9 million ad impressions were delivered across 18 national and local newspaper and publisher sites. The rich media allowed response within the survey banner, as well as real-time poll results allowing participants to immediately see what others had answered to the same questions. Those who could not see the rich media banners saw the default flash banners were sent to the HCD server to answer the questions.

Participating sites included:

The Tennessean	tennessean.com
Great Falls Tribune	greatfallstribune.com
Democrat Chronicle	democratandchronicle.com
Arizona Central	azcentral.com
Reno Gazette Journal	rgj.com
Wisconsin Rapids Tribune	wisconsinrapidstribune.com
Stevens Point Journal	stevenspointjournal.com
Marshfield Herald	marshfieldnewsherald.com
Wausau Daily Herald	wausaudailyherald.com
Manitowoc Herald Times	htrnews.com
Fon du Lac Reporter	fdlreporter.com
Sheboygan Press	sheboygan-press.com
Oshkosh Northwestern	thenorthwestern.com
Appleton Post Crescent	postcrescent.com
Green Bay Post Gazette	greenbaypressgazette.com
USA Today	usatoday.com
Sign on San Diego	signonsandiego.com

More than 250,000 people interacted with the rich media ad for a more than 13% interaction rate, which is defined as the percentage of ads that users expanded and interacted with. Users spent on average more than 7.5 seconds with the survey and on some sites as long as 12-plus seconds of uninterrupted interaction. A total of 417 respondents took the survey via rich media.

Compared to the overall PointRoll second quarter 2006 benchmark, the Voter Expectations Survey interaction rate performed more than 212% better, also significantly outperforming the more targeted Government and Non Profit vertical benchmarks.



Source: PointRoll Benchmark data as of August 2006.

In addition to respondents being turned to the HCD server via banner, a random sample of 6,956 voters from HCD's national consumer panel of adults were contacted by email and invited to participate in the survey. Participants received a link to take the survey on the HCD server. Of those contacted directly by HCD, 1,023 completed the survey.

The total sample size for **First Annual Survey of Voter Expectations** was 1,440 respondents, including those who received an email invitation and those who used rich media to take the survey.

The results from these confidential surveys will be used for research purposes only and no identifying information will be shared.

Review of Survey Analysis

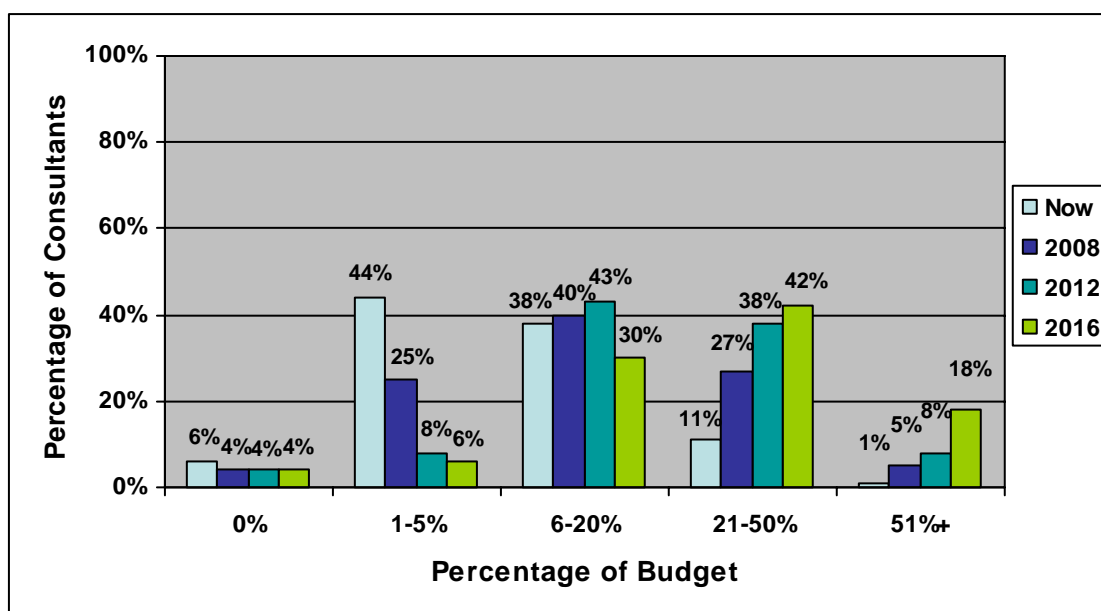
Finding 1

There is an increasing awareness that web based tools are complementary to traditional campaigning techniques and are being accepted as part of the arsenal to win elections.

- Between 2006 and 2008, the percentage of consultants spending over 20% of their campaign budgets on internet communications will rise from 12% to 32%.

Table One

Percentage of Clients' Political/Communications Campaign Budgets Estimated Will Go to Internet Initiative



Consultant hesitations are declining and as a result, attitudes are changing about methods that are effective, percentage of campaign dollars for online initiative, and what will be effective in the near future.

- Most communications experts currently have no hesitations or hurdles with using and recommending the Internet for their clients' political/communications goals.
- When comparing the data from 2002, 2003, 2004 and 2006 (see Table Two), it is evident that most respondents from the 2004 and 2006 surveys had no hesitations (42% and 27%, respectively).
- There is a downward trend in consultants' hesitation with using the Internet, particularly views of the Internet being an unlikely reach medium, too expensive and not an emotional medium. In 2002, the Internet was more often considered as

an unlikely reach medium (21%) but this number has dropped off to 9% in 2006. From 2002 to 2006, the perception of the Internet as too expensive decreased steadily from 10% to 1%. Concern about the Internet being a medium that is not emotional has declined from 8% in 2002 to 3% in 2006.

Table Two
Respondents with No Hesitation for Recommending the Internet for Clients’
Political/Communication Goals
(2002-2006)

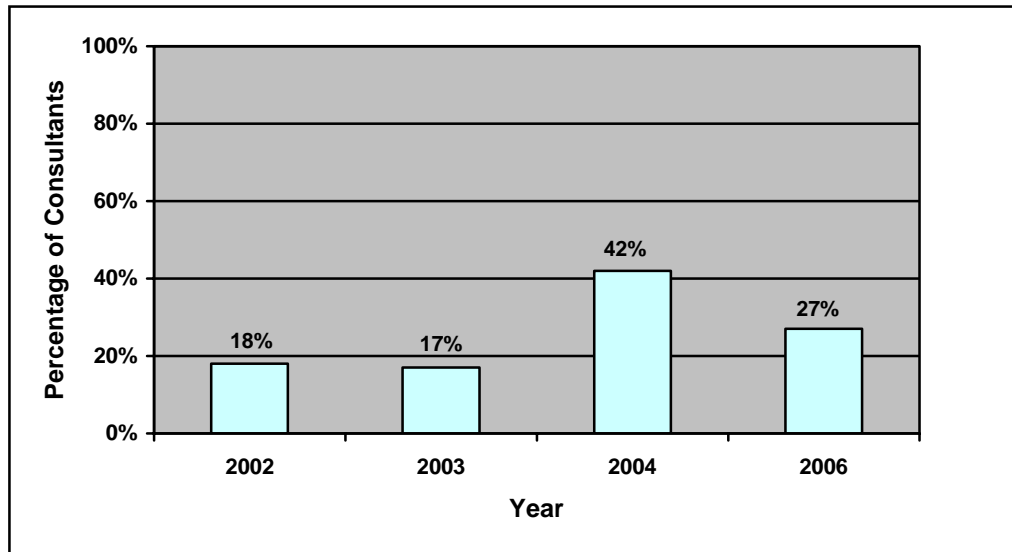
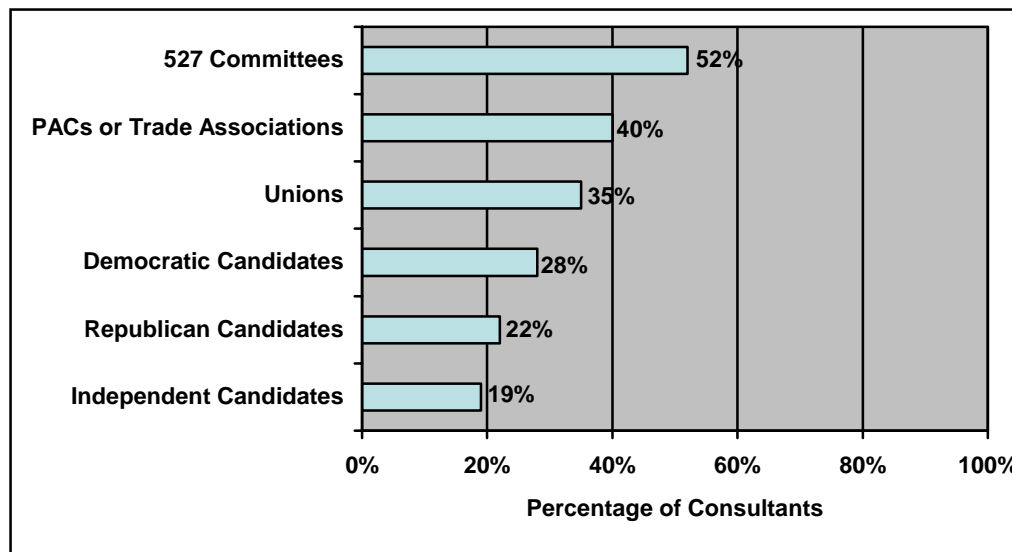


Table Three
Respondents with No Hesitations in Recommending the Internet for Clients’
Political/Communications Goals by Organization
(2006)



Finding 2

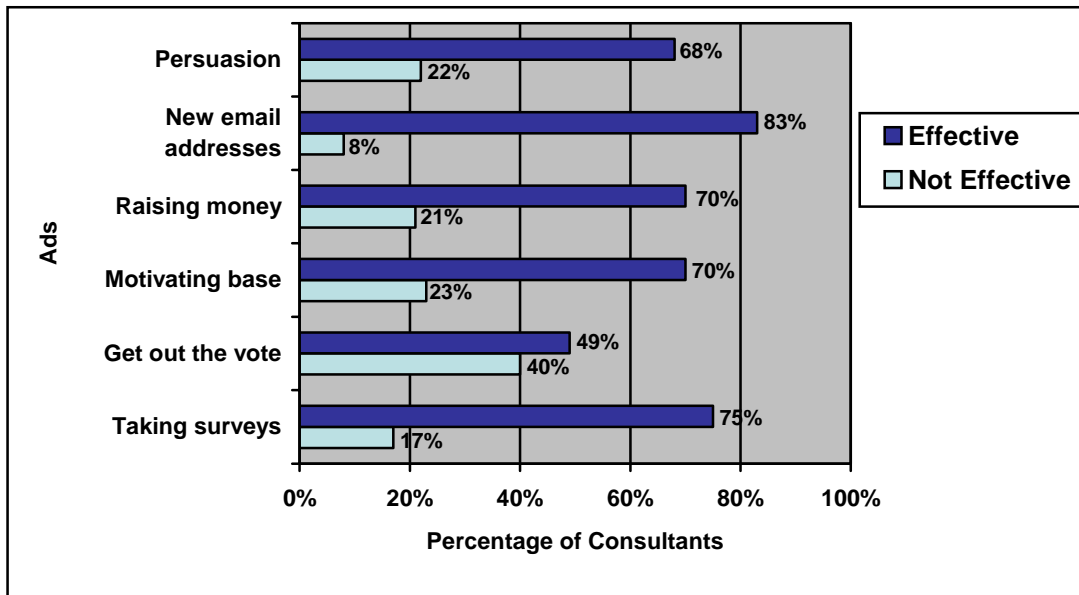
With changes in technology and a steep learning curve, consultants are taking a more practical view towards the Internet and trying to determine what tools are most effective for reaching different audiences.

Consultants say rich media is effective. Voters like online video.

- Four out of five consultants say rich media is effective for getting new email addresses.
- Three quarters said rich media is effective for taking surveys.
- Seven out of ten said that rich media is effective for raising money and motivating the base.
- Nearly seven out of ten say that rich media is effective for persuasion.

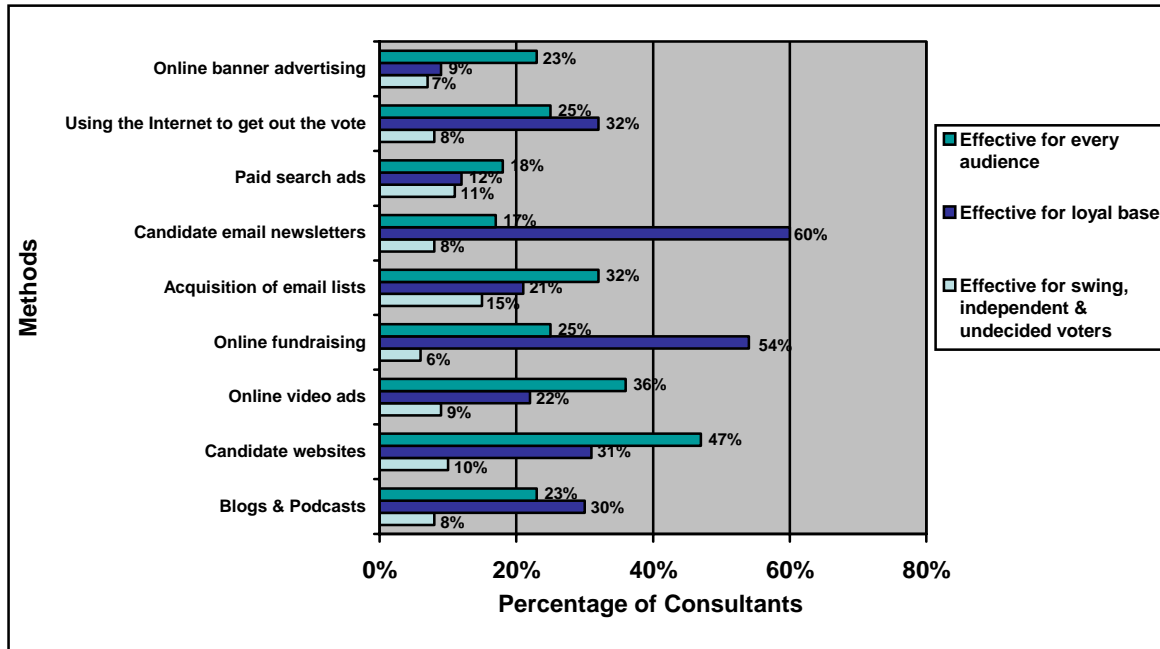
Table Four

Effectiveness of Rich Media Ads Seen on Websites Other than the Candidate's Website



Looking across the spectrum of voters, the survey reveals stark differences on the use of the Internet between motivating the loyal base, and finding swing, independent and undecided voters. See Table Five.

Table Five
Audience for Which the Following Methods are Most Effective

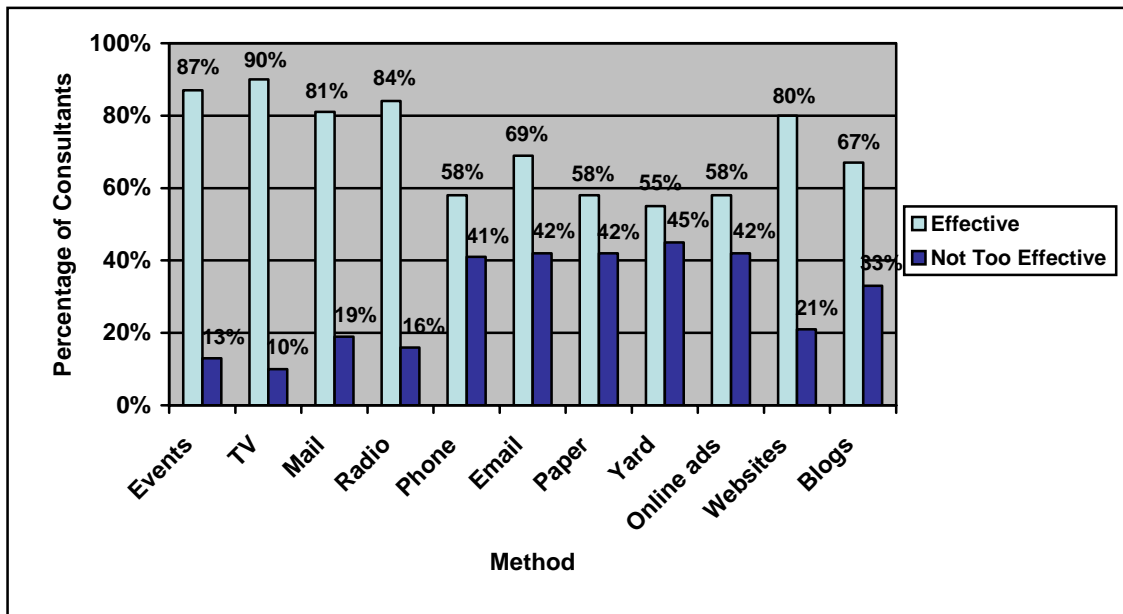


Some Audience Specifics

What methods are effective for persuading swing, independent, and undecided voters? See Table Six.

- 80 % say that the best Internet tool for reaching swing, independent, and undecided voters is websites.
- 69% say that the best online tool for reaching swing, independent, and undecided voters is email.
- Two-thirds say that the best Internet tool for reaching swing, independent, and undecided voters is blogs.
- Nearly 60% say that the best web-based tool for reaching swing, independent, and undecided voters is online ads.
- A significant number of consultants also noted that door-to-door campaigning is effective as are news conferences.

Table Six
Effectiveness of Methods for Reaching and Persuading
“Swing, Independent, Undecided” Voters

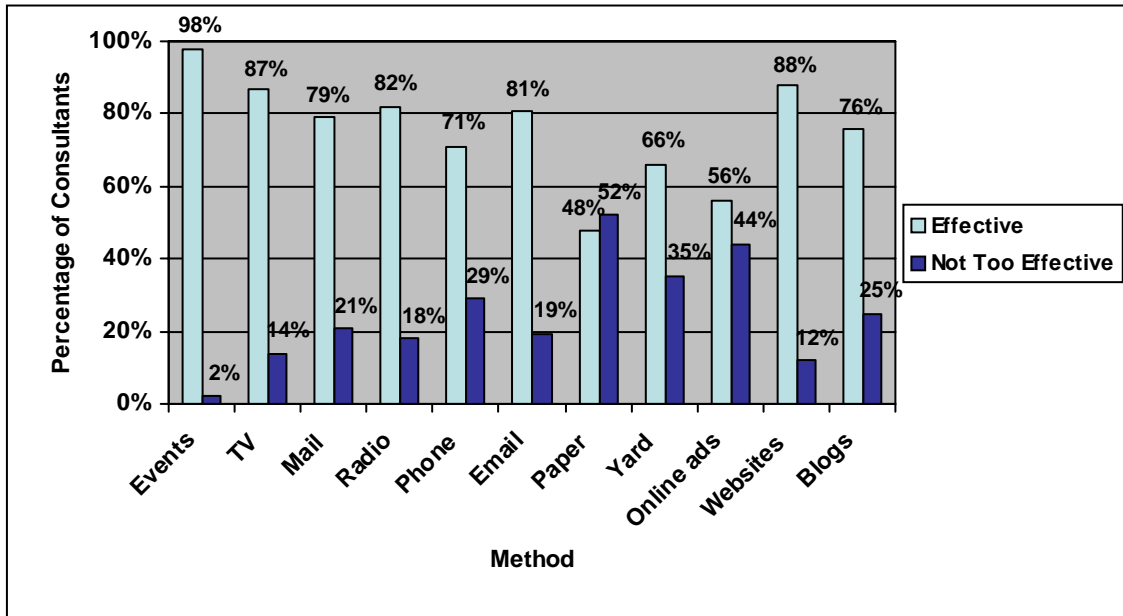


What methods are effective for reaching the loyal base?

See Table Seven

- 88 % say that the best Internet tool for reaching loyal base is websites.
- 81% say that the best Internet tool for reaching loyal base is email.
- Three-quarters say that the best Internet tool for reaching loyal base voters is blogs.
- Nearly 56% say that the best web-based tool for reaching the loyal base is online ads.
- Other suggested methods included canvassing and direct voter contact as well as interviews with radio hosts and columnists.

Table Seven
Effectiveness of Methods for Reaching and Persuading
the Loyal Base



Finding 3

Voters see more control in mass media messages than in personal communications from campaigns. Consultants spend money on techniques with an emphasis on personal communications that they can control.

- Voters are estimating greater use of mass media than consultants –particularly use of online mass media and newspaper ads.
- Where consultants spend money to personally communicate with voters is not always what voters think best—particularly telephone and direct mail.

Table Eight

Best Ways for Candidates and Advocates to Win Campaigns in 2008-

Areas Where Voters and Consultants Agree

	Voters Response	Consultants Response
TV & Cable	83%	81%
Radio	28%	32%
Something Not Invented	10%	7%
Yard Signs & Outdoor	13%	12%
Other	7%	11%

- Eight out of ten voters and consultants agree that winning the next election will be based on the use of TV and Cable.
- There is close agreement on the use of the most traditional and the unknown.

Mass Media

	Voters Response	Consultants Response
Web Sites	40%	32%
Online Ads	13%	8%
Newspaper Ads	30%	12%
Online Polls/Surveys	18%	6%

- Voters have more control so they approve of these methods.
- Consultants see less effectiveness with these types of media and they have less control over how people receive the message.

Personal Communications

	Voters Response	Consultants Response
E-mail	14%	21%
Telephone	5%	19%
Direct Mail	26%	38%
Mobile Messages	1%	5%
Blogs & Podcasts	11%	17%

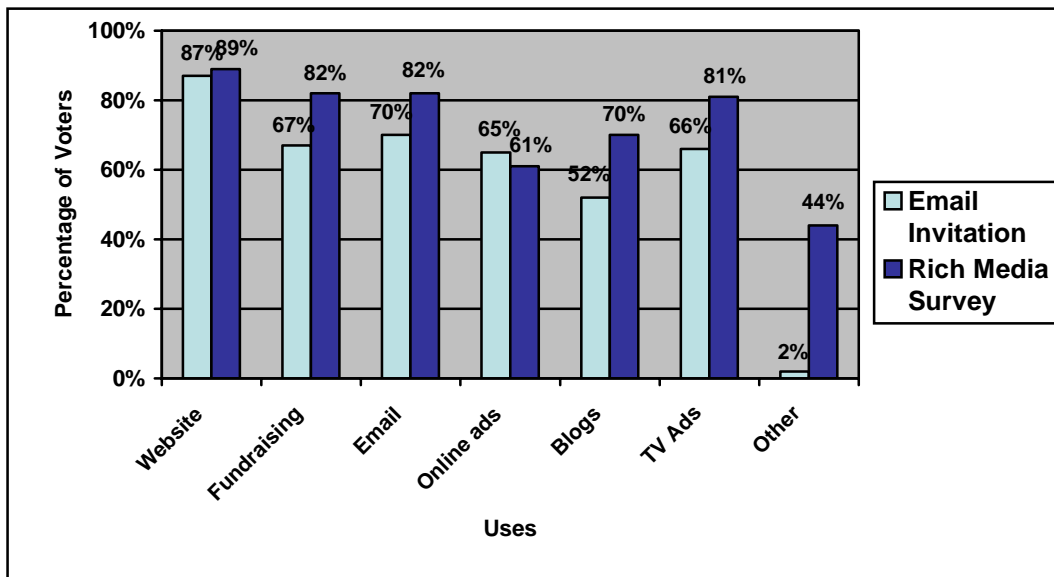
- Voters see these methods as invasive
- Consultants like the control these media provide by their ability to target

Some Audience Specifics

The majority of voters expect candidates to use online technology- there are noted differences between responses from those who answered on rich media and in response to email

- Nearly all respondents expect candidates to have websites
- Nearly an equal number of respondents (two-thirds) expect candidates to use online ads.
- In both cases, a majority of voters expect candidates to use the Internet to show television commercials on the candidate website.
- Among those who responded using the rich media survey, there is a greater expectation that candidates will use blogs to present information.
- Looking at the data by age, it is important to note that expectations were similar regardless of age.

Table Nine
Voter Expectations of Internet Use by Candidates



Related Findings

Finding 4

A variety of sites were used for online advertising, particularly popular were sites related to traditional media properties.

- Of the respondents that bought or are managing an online ad campaign in 2006, one quarter felt newspaper sites were most successful, followed by television, radio, cable related sites, and political sites.

Table Ten

Types of Websites that had the Most Successful Ads According to Consultants who Bought Online Websites

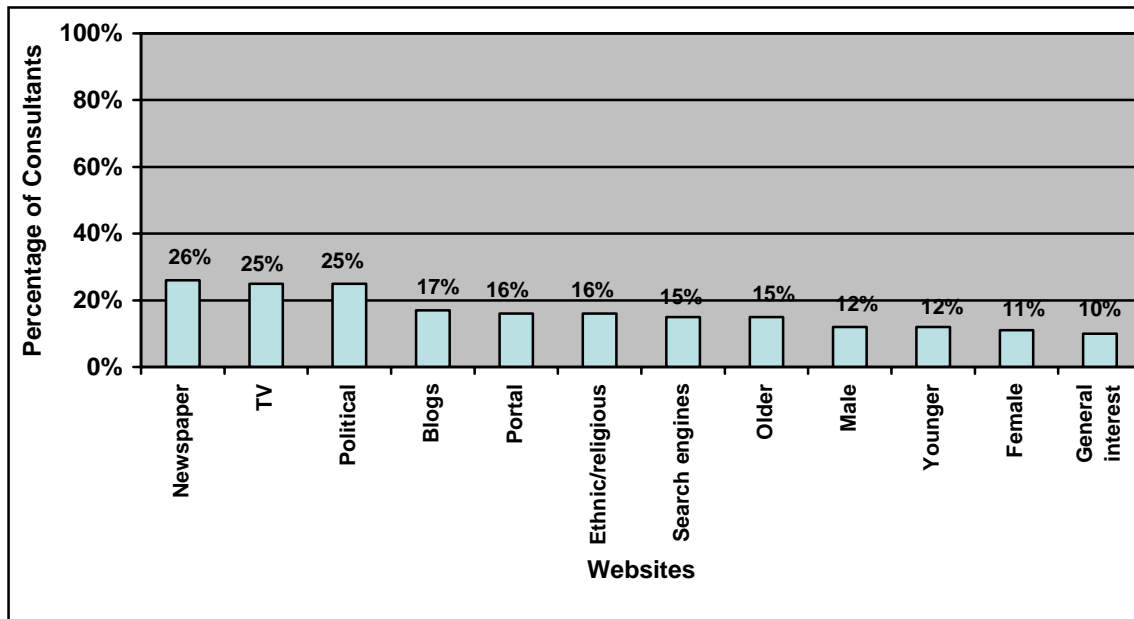


Table Eleven

Type of Site Selected by Organization

	Political Sites	Sites that appeal to younger voters	Sites that appeal to older voters	Sites based on ethnic/religious interests	No Online Campaigns in 2006
Democratic	25%	11%	13%	15%	51%
Republican	41%	17%	22%	22%	36%
Independent	26%	11%	11%	15%	44%
PACS	26%	9%	8%	13%	49%
527s	26%	10%	13%	16%	45%
Unions	28%	11%	9%	15%	50%

Finding 5

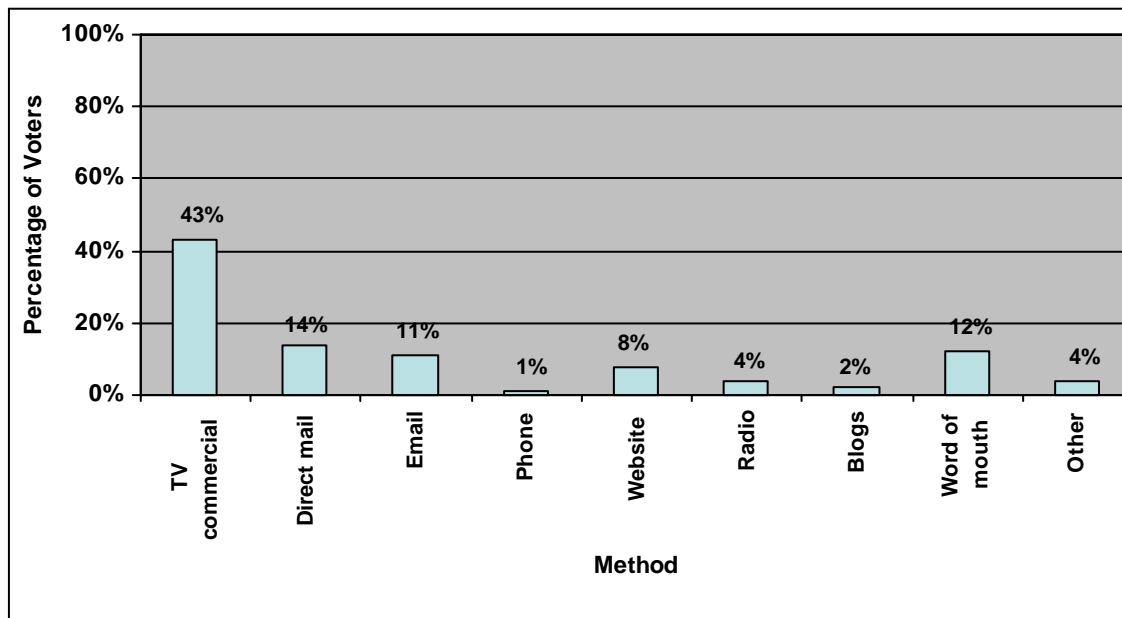
Getting voters' attention requires more than television, phone and radio.

When respondents were asked about the best way to get their attention, television was the most frequently selected answer. One in ten said email. While only 2% said blogs and podcasts, 1% said phone calls. Other ideas offered included debates, live contact with the candidate, and seeing the candidate on a cable or broadcast interview shows.

By age, there are some revealing trends:

- Less than 5% of those 18-24 say direct mail is the way to get their attention, while 22% of the 55-64 year old group said direct mail was effective.
- At the same time, nearly 20% the 18-24 year old group said word of mouth was important while only 5% of the 55-64 year old group said the same thing.

Table Twelve
Best Way for a Candidate or Advocate to Get Voters' Attention



Finding 6

The Internet has become a trusted news source.

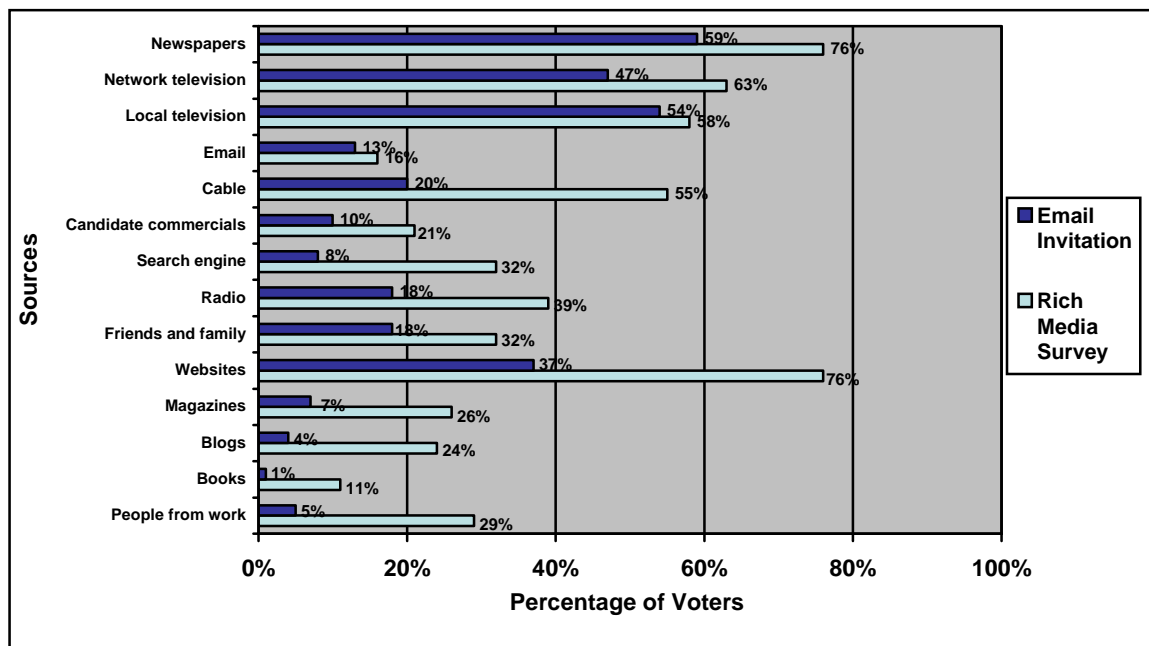
Media habits are changing—data from voter survey and how answers differ between those who answered using the rich media banner and those sent the email with link

The top three ways respondents find out about news and current events are newspapers, local television and network television. Of those who responded to the survey through the email invitation, over one third find out news through websites while far fewer go to cable, radio, or rely on friends and family, See Table Thirteen.

In terms of demographics:

- Half of the 25-34 group visited web sites for news while only 18% of the 55-64 year old group did so.
- One in ten of the 25-34 year olds get their news from email while in the 55-64 year old group, twice as many get their news through email sent or received from friends or family.

Table Thirteen
Source of News and Current Events



Finding 7

Internet users of all ages are actively looking for information and sharing what they find

In 2006, four out of ten respondents sent or received e-mail from friends or family about politics. An almost equal amount visited a candidate's website. One third of the respondents sent email to a candidate or politician about their concerns. One quarter of the respondents searched for candidate information using a search engine, read a blog about politics or candidates, and viewed online videos about candidates. See Table Fourteen.

In terms of demographics:

- Males are more likely to visit a candidate's web site and to view online videos about candidates.
- Females showed a stronger preference for sending or receiving emails about candidates.
- By age, one third of the 18-24 year olds searched for candidate information using a search engine while only 8% of the 65-74 year old group did.
- At the same time, only 7% of the 18-24 year old group signed up for candidate newsletters while 38% of the 65-74 year old group signed up to receive candidate news this way.

See Table Fifteen for more details on demographic differences.

Table Fourteen
Voter Activities in 2006

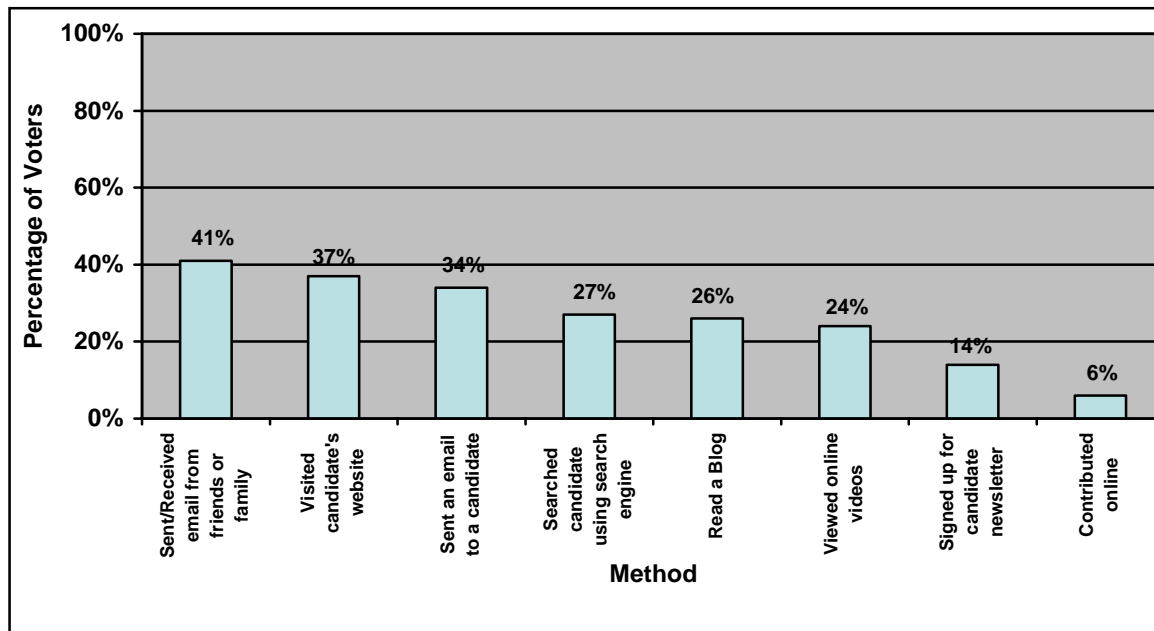


Table Fifteen
Voter Activities in 2006 By Gender, Age, & State

2006 activities	Visited a candidate's website	Searched for candidate info using a search engine	Signed up for candidate newsletter	Read a Blog about politics or candidates	Sent or received email from friends or family about politics	Viewed online videos about a candidate	Contributed online	Sent an email to a candidate or politician about your concerns
Gender								
Male	45%	34%	17%	32%	35%	33%	9%	30%
Female	33%	24%	13%	24%	44%	19%	4%	36%
Age								
18-24	32%	34%	7%	40%	28%	35%	10%	22%
25-34	43%	28%	11%	30%	40%	22%	8%	23%
35-54	36%	26%	15%	23%	44%	23%	4%	38%
55-64	31%	25%	18%	18%	46%	24%	3%	53%
65-74	42%	8%	38%	33%	42%	17%	8%	58%
75+	33%	17%	17%	33%	50%	17%	0%	67%
State								
Northeast	38%	29%	13%	22%	40%	28%	5%	35%
South	42%	27%	20%	28%	47%	22%	8%	39%
Midwest	36%	26%	12%	26%	39%	21%	5%	32%
West	33%	27%	12%	29%	42%	24%	6%	32%

Further Background

E-Voter Institute

E-Voter Institute, founded in 1999, is a non-partisan trade association supporting the use of the Internet for politics and advocacy in order to promote a more robust democracy. Research has been conducted on the views of political communications leaders, young people, and voters in general. E-Voter Institute holds seminars and events to help educate candidates, campaign managers, media strategists, advocates, consultants, and service providers about opportunities in the changing political landscape. For more information about previous research, we refer you to *Crossing the River: The Coming of Age of the Internet in Politics and Advocacy*, Karen A.B. Jagoda, Editor (Xlibris, 2005). In addition to research beginning in 1998, this book contains provocative essays from industry insiders on the uses of web tools and predictions for the future. For more information <http://e-voterinstitute.com>.

Contact:

Karen Jagoda, President
karen@e-voterinstitute.com

PointRoll

PointRoll, a wholly owned subsidiary of Gannett Co., Inc. (NYSE: [GCI](#) – [News](#)), develops innovative rich media technology solutions that go beyond the creative limitations of existing advertising options. PointRoll’s ground-breaking products and superior service enable advertisers to connect with consumers by creating an interactive online environment that generates conversion. Alongside its unique, compelling offerings and service, PointRoll delivers comprehensive, real-time reporting capabilities that exponentially improve measurement, generating data that effectively illustrates how and why it maximizes return on investment.

PointRoll’s proprietary technology platform, “The Boys,” provide a full range of marketing solutions that include comprehensive service support and extensive data reporting capabilities. “The Boys” include: FatBoy® expanding ads, TomBoy™ universal 100K+, TowelBoy® snap-back units, BadBoy™ floating ads, and PaperBoy Local Delivery™. PointRoll works with more than 800 advertisers and its technology is accepted by thousands of online publishers including Yahoo!, MSN and AOL. For more information, please visit <http://www.pointroll.com>.

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HCD Research

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. In addition to our traditional and Internet marketing research services, we provide other web-based marketing and sales applications, as well as other custom marketing services. 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.

HCD Research is comprised of experienced research professionals who work with clients to define requirements and design, and implement programs that will help them meet their promotional objectives. Our staff has extensive experience in all phases of advertising research, including recruiting participants, designing survey questionnaires, obtaining objective data and compiling data into comprehensive reports. For more information, please visit <http://www.hcdi.net>.

Contact:

Richard Berke, Operations
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Muhlenberg College, Institute of Public Opinion

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 Lehigh Valley and Commonwealth of Pennsylvania. As part of the college's mission of providing students with preparation for socially useful and self-fulfilling careers, the institute also undertakes projects in conjunction with community partners that examine contemporary issues relevant to the interests of the public and policy-makers. The Institute of Public Opinion has entered into long-standing partnerships with governmental, media and research organizations throughout the state and region. They provide media partners with both high quality public opinion data and expert analysis from the political science, economics and business professionals associated with the center. This value-added component will allow for more detailed use of survey findings in publications and productions. For government agencies the institute provides quality information to assist in the decision making process, as well as consultation and analysis services from the institute's staff.

For more information, please visit <http://www.muhlenberg.edu/studorgs/polling/>.

Contact:

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Appendices

Appendix A

Questions from the Fifth Annual E-Voter Institute Survey of Political and Advocacy Communications Leaders

1. Please indicate what kinds of organizations you typically work with. 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:_____

2. 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
 - 35+

3. How effective are the following methods for reaching and persuading “loyal base” voters?

	Loyal Base		
	Very Effective	Somewhat Effective	Not too effective
Events with candidate			
TV/Cable ads			
Direct mail			
Radio ads			
Phone			
E-mail			
Newspaper ads			
Yard signs			
Online ads			
Candidate web site			
Blogs and Podcasts			
Other: Please Specify			

4. How effective are the following methods for reaching and persuading “Swing, Independent, Undecided Voters”?

	Swing, Independent, Undecided Voters		
	Very Effective	Somewhat Effective	Not too effective
Events with candidate			
TV/Cable ads			
Direct mail			
Radio ads			
Phone			
E-mail			
Newspaper ads			
Yard signs			
Online ads			
Candidate web site			
Blogs and Podcasts			
Other: Please Specify			

5. 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 enough information available about effectiveness
- Security concerns
- No hesitations
- No reason to change from what I know works
- Other hesitation

6. Rich media ads seen on web sites other than the candidate's site and which allow voters to interact on the ads are effective for: (Check all that apply)

- Persuasion
- Capturing new email addresses
- Raising money
- Motivating the base
- Getting out the vote
- Taking surveys
- Not effective

7. If you bought or are managing an online ad campaign in 2006, on what kinds of sites were/are the ads most successful? Check all that apply.

	Incumbent Candidate	Candidate is the Challenger
Newspaper sites		
TV, radio, or cable related sites		
Large portal sites with mass audience		
Search engines		
Political sites		
General interest sites like travel, weather, entertainment, lifestyle		
Female oriented sites		
Male oriented sites		
Sites that appeal to younger voters		
Sites that appeal to older voters		
Sites based on ethnic/religious interests		
Blogs		
No online ad campaigns in 2006		

8. What are your impressions of...

	Effective for Every Audience	Effective Only for Reaching the Loyal Base	Effective for Persuading Swing, Independent and Undecided Voters	Still Too Early to Say If Its Effective and for Whom	Not Effective/ No One Pays Attention
Online banner advertising					
Using the Internet to get out the vote					
Paid search ads					
Candidate email newsletters					
Acquisition of email lists					
Online fundraising					
Online video ads					
Candidate web sites					
Blogs and Podcasts					

9. When, if at all, do you think the Internet will be effective for achieving your clients' political/communications goals:

ACTIVITY FOR WHICH THE INTERNET IS EFFECTIVE	NOW	2008	2012	2016	NEVER
Building database of supporters					
Getting attendance for events					
Recruiting volunteers					
Building campaign awareness					
Rapid response					
Circulating petitions					
Fund raising					
Get 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 Internet initiatives?

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

11. What will be the best ways for candidates and advocates to win campaigns in 2008? Pick top THREE ways.

- Television and cable
- Radio
- Web sites
- Online ads
- Newspaper ads
- E-mail
- Yard signs and outdoor billboards
- Online polls and surveys
- Telephone
- Mobile messages
- Blogs and podcasts
- Something not yet invented
- Other _____

Appendix B

Demographics of Political and Advocacy Communication Leaders

1. Approximately how many employees work at your organization?

Number of Employees	Percent Responding
1-5	46%
6-10	12%
11-20	7%
Over 20	36%

2. Please indicate what kinds of organizations you typically work with. Check all that apply.

Organizations	Worked With	Did not Work With
Democratic candidates	48%	52%
Republican candidates	37%	63%
Independent candidates	17%	83%
PACs or Trade Associations	34%	66%
527 Committees	20%	80%
Unions	30%	70%
For-Profit businesses	42%	58%
Not-For-Profit organizations	57%	43%
Organizations outside the U.S.	14%	86%
Other	16%	85%

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

Years Experience	Percent Responding
Less than 1	3%
1-5	14%
6-15	30%
16-25	23%
26-35	21%
35+	8%

Appendix C

Voter Expectations Survey Questions

- 1. How do you expect candidates to use the Internet? Check ALL that apply.**
 - Web site
 - Fund raising
 - E-mail
 - Online ads
 - Blogs and Podcasts
 - Television ads on the candidate web site
 - Other _____

- 2. What is the best way for a candidate or advocate to get your attention? Select ONE.**
 - Television commercial
 - Direct mail
 - E-mail
 - Phone
 - Web site
 - Radio commercial
 - Blogs and Podcasts
 - Word of mouth
 - Other _____

- 3. How do you find out about news and current events? Check top THREE.**
 - Newspapers
 - Network television
 - Local television
 - E-mail
 - Cable
 - Candidate commercials
 - Search engine
 - Radio
 - Friends and family
 - Web sites
 - Magazines
 - Blogs
 - Books
 - People from work

4. In 2006, which of the following have you done: Check all that apply.

- Visited a candidate's web site
- Searched for candidate info using a search engine
- Signed up for a candidate newsletter
- Read a blog about politics or candidates
- Sent or received email from friends or family about politics
- Viewed online videos about candidates
- Contributed online
- Sent an email to a candidate or politician about your concerns

5. What will be the best ways for candidates and advocates to win campaigns in 2008? Pick top THREE ways.

- Television and cable
- Radio
- Web sites
- Online ads
- Newspaper ads
- E-mail
- Yard signs and outdoor billboards
- Direct mail
- Online polls and surveys
- Telephone
- Mobile messages
- Blogs and podcasts
- Something not yet invented
- Other _____

Appendix D

Voter Demographics

Gender	Percent Responding
Male	31%
Female	69%

Age	Percent Responding
18-24	10%
25-34	30%
35-54	46%
55-64	11%
65-74	2%
75+	<1%
Prefer not to answer	<1%

States by Region	Percent Responding
Northeast	26%
South	21%
Midwest	28%
West	25%