SOCIAL NETWORKS SUPERCHARGE POLITICS: TURNING ACTION INTO VOTES IN 2010

Results from the E-Voter Institute's Fifth Annual Survey

September 2010

SOCIAL NETWORKS SUPERCHARGE POLITICS: TURNING ACTION INTO VOTES IN 2010

Results from the E-Voter Institute's
Fifth Annual Survey of Voter Expectations
September 2010

Karen A.B. Jagoda
President, E-Voter Institute

Rich Berke
Vice President, HCD Research

Michelle Lambert
Research Analyst, HCD Research

Mike Logan
Assistant Editor, HCD Research

Table of Contents

Social Networks Supercharge Politics:
Turning Action into Votes in 2010

Results from the E-Voter Institute's
## Fifth Annual Survey of Voter Expectations

Executive Summary

Activism

The majority of people who self-identify as politically active are reading email, engaging in online activities that keep them up to date about candidates and causes, sharing information about campaigns using social media, and watching web video. They are looking for interesting and constructive things to do. Social networks are one key way to take these actions.

This is different from the traditional view that campaign managers have of volunteers. In the old model, volunteers need to be organized, campaign offices maintained, and marching orders centrally issued to field operations. The reality is that those who are engaging in online activities related to politics and causes are a largely untapped audience for leveraging campaign resources.

This study focuses on four clear groups of interest for campaigns: **Power Users** of technology, **Avid Social Networkers**, the **Politically Active,** and **Dedicated Voters**. The chart below illustrates how those who claim at least some political activism get involved. It's time to expand the definition of campaign volunteer and what constitutes valuable campaign activities.
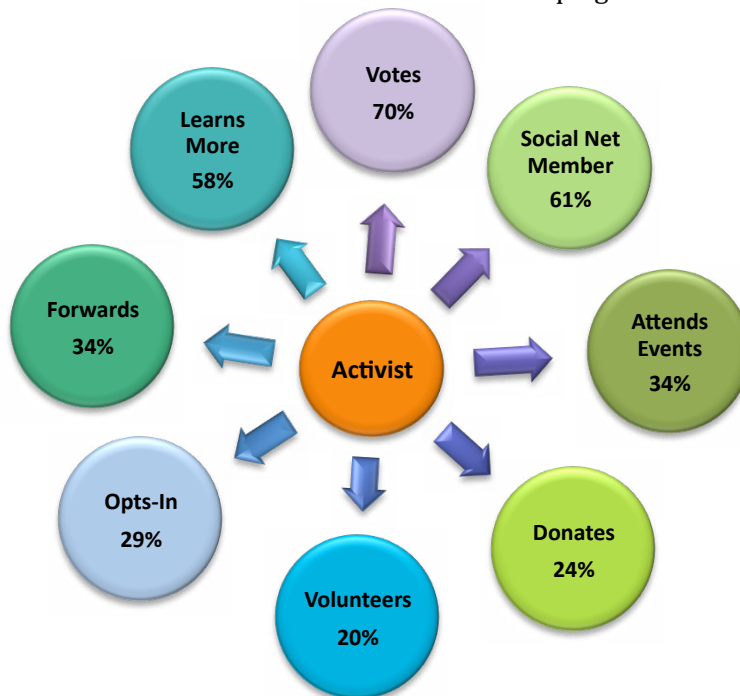
E-Voter Institute 2010 Voter Survey

Voter Expectations

Over 2 out of 5 voters expect candidates to make campaign information available on demand, use social media to allow for engagement, and post web video in addition to plain text. The vast majority of respondents expect candidates to have their own web sites. Are campaign resources being spent on media that are both effective for driving the candidate's message and expected by voters?

2010 – Voters' Expectations For Candidates' Use of the Internet in Total
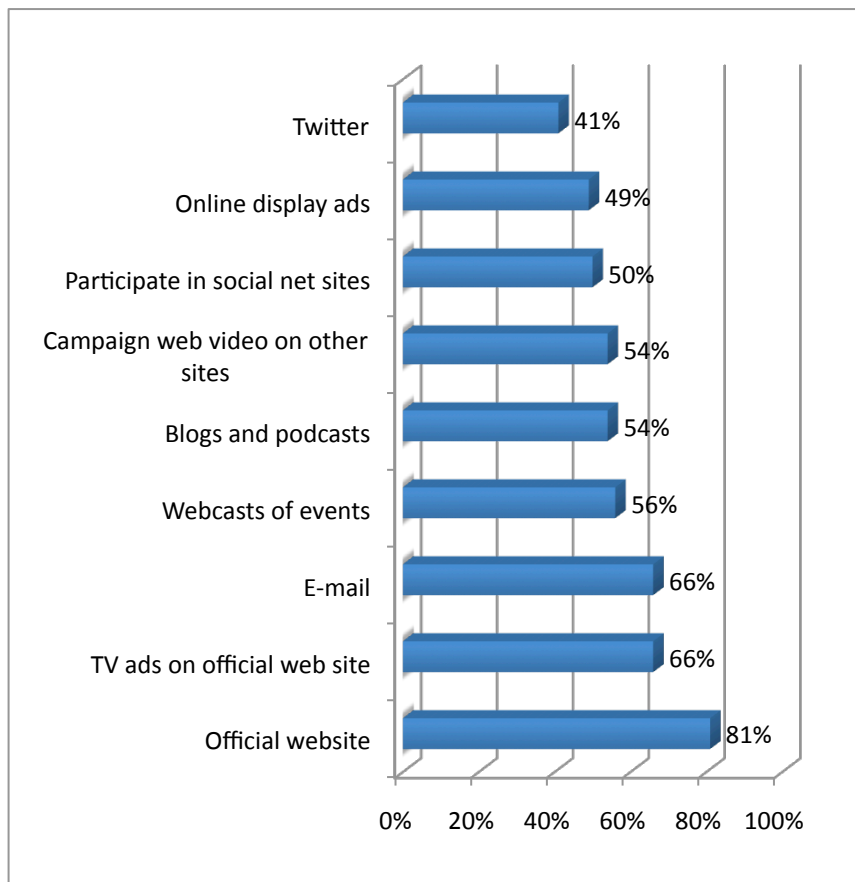
E-Voter Institute 2010 Voter Survey

Getting and Keeping Attention of Voters

Likely voters may be successfully introduced to a candidate or cause through traditional means such as television commercials, direct mail, and phone, but these methods are not necessarily the best ways to build a relationship with those voters who are increasingly incorporating the web into their everyday lives. In this age of engagement, it is no longer sufficient for candidates to get attention through one-way communications alone.

2010 - Media to Get vs. Keep Voters' Attention in Total
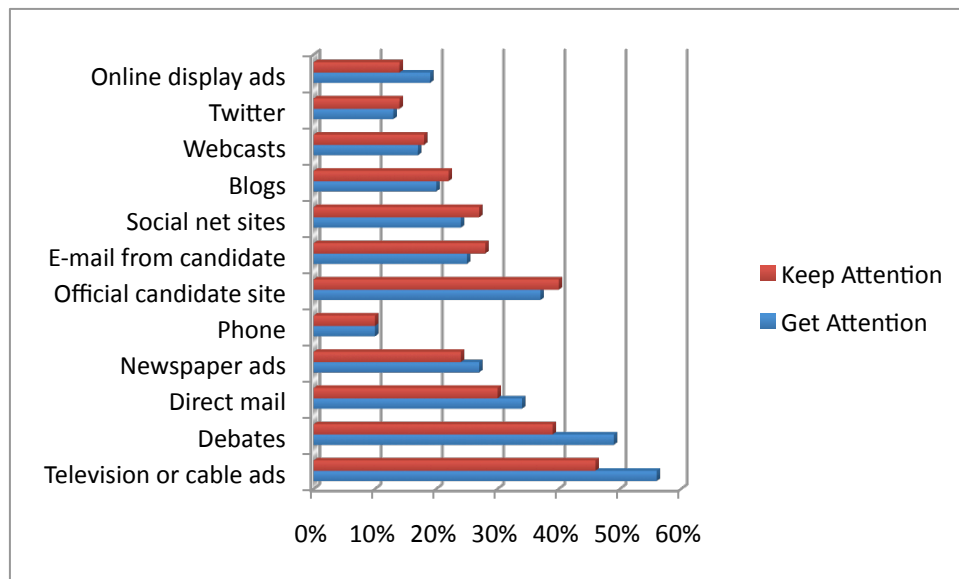
E-Voter Institute 2010 Voter Survey

Background and Methodology

E-Voter Institute, founded in 1999, 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 A.B. Jagoda is president and co-founder of the Institute. Previous research is available from http://e-voterinstitute.com.

E-Voter Institute has published the book *About Face: The Dramatic Impact of the Internet on Politics and Advocacy*, Karen A.B. Jagoda co-author and editor (E-Voter Institute Press, 2009) which continues the work documented in the previous 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 Radio** on wsRadio.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 online 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. Rich Berke, vice president, Michelle Lambert, research analyst, and Mike Logan, assistant editor, worked on the survey and analysis. For more information, please visit http://www.hcdi.net.

In order to recruit respondents for the 5th Annual Survey of Voter Expectations, online links were posted on the E-Voter Institute site and on the wsRadio.com site. Additionally, emails were sent to membership lists and HCD's online panel. Respondents to the voter survey were randomly selected by HCD from a panel of over 250,000 people who had 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.

The survey ran from June 11th – June 21st, 2010. No survey respondents were paid for their answers.

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.

Thanks to Judit Nagy for her input to the survey questions and insights about the Internet audience.

The Sample

There were a total of 1581 survey respondents to the 2010 E-Voter Institute Fifth Annual Survey of Voter Expectations.

Sample Demographics

For trends in sample since 2008 see Appendix (Sample).

Gender and Age
E-Voter Institute 2010 Voter Survey

■ Male ■ Female

■ 18-34 years old ■ 35-54 years old
■ 55+ years old

50% 50%	41% 39% 19%
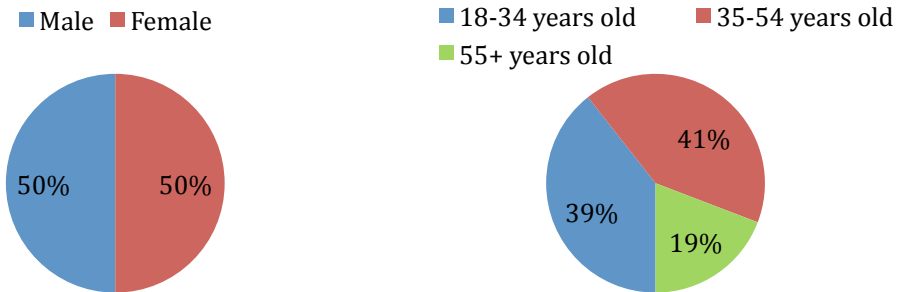
Political Affiliation and Ideology
E-Voter Institute 2010 Voter Survey

■ Very Liberal ■ Middle ■ Very Conservative

Democrat	Republican	Independent		76%
36%	31%	21%		12% 12%
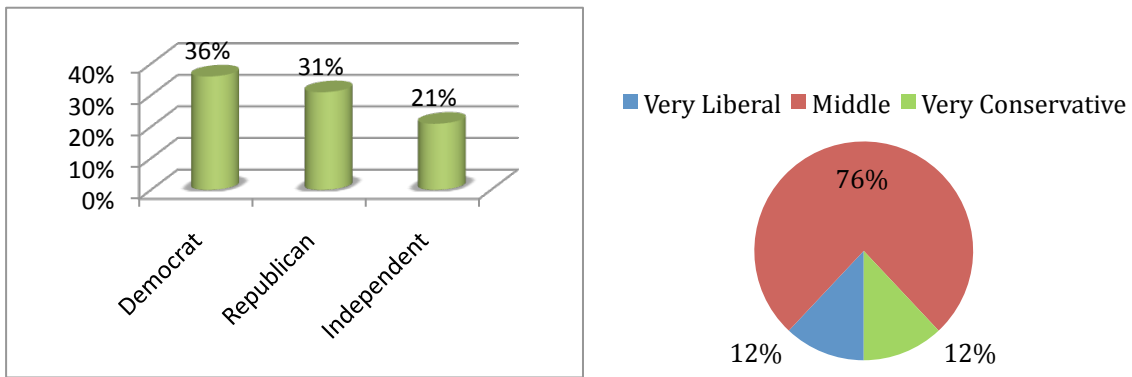
Ideology by Age	18-34 year olds	35-54 year olds	55+ year olds
Very liberal	16%	11%	6%
Middle	75%	74%	81%
Very conservative	10%	15%	12%

E-Voter Institute 2010 Voter Survey

Online Technology Usage
E-Voter Institute 2010 Voter Survey

■ Power Users ■ Advanced
■ Competent ■ Novice
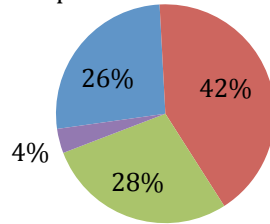
26% 42% 4% 28%

Social Network Membership
E-Voter Institute 2010 Voter Survey

■ Social Network Members
■ Non-Members of Social Networks

61% 39%
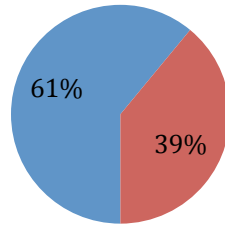
Social Network Membership by Age	
18-34 years old	68%
35-54 years old	59%
55+ years old	49%

E-Voter Institute 2010 Voter Survey

Social Network Membership by Online Technology Usage	
Power User	68%
Advanced	67%
Competent	47%
Novice	33%

E-Voter Institute 2010 Voter Survey

Social Network Membership - Total
E-Voter Institute 2010 Voter Survey
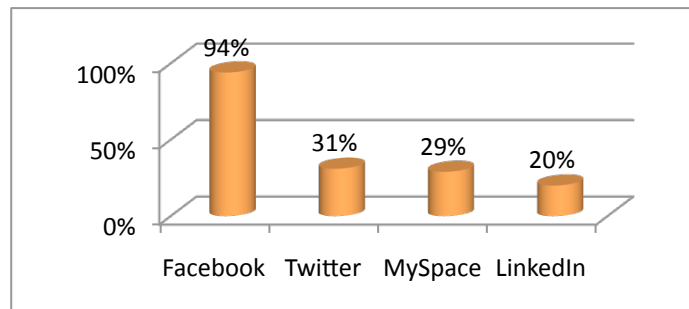
94% 31% 29% 20%
Facebook Twitter MySpace LinkedIn

Social Networks Supercharge Politics:
Turning Action into Votes in 2010

Results from the E-Voter Institute's
Fifth Annual Survey of Voter Expectations

1.0 Activism

Traditional political campaigns were most interested in those who contributed or volunteered at a campaign office or phone bank. As the Internet has evolved, we have seen citizens engage in a wide range of political and advocacy activities online.   Which, if any, of these online activities can make a difference in a political race?

In 2010, voters are much more likely to engage in a variety of activities online than they are to send money or volunteer for an organized activity. Are voters more likely to use web tools, or do these internet activities encourage greater involvement and consequently more voting? Clearly these online activities multiply the impact of the official campaign. Understanding this dynamic may provide the key to getting more contributions, supporters, and votes.

This part of the study addresses the following:
- What are likely voters most inclined to do online and how are those activities different from those engaged in by those who are not likely to vote?
- Which online actions are most likely to help a candidate or cause and therefore should be encouraged?
- Which activities create noise but unidentifiable benefit?
- If online activities can lead to a higher likelihood of voting, which activities should campaigns develop to attract more occasional voters?

To begin we take a closer look at the division between those who consider themselves dedicated voters, (those who always vote in primary and general elections) and non-voters (those unlikely to vote).

Actions such as watching a webcast, reading a blog, searching online, and visiting candidate web sites are taken more by those who intend to vote in the next general election; but even those who have no intention of voting take part in these kinds of activities.

2010 Political Online Activities By Those Who Vote vs. Not Likely to Vote
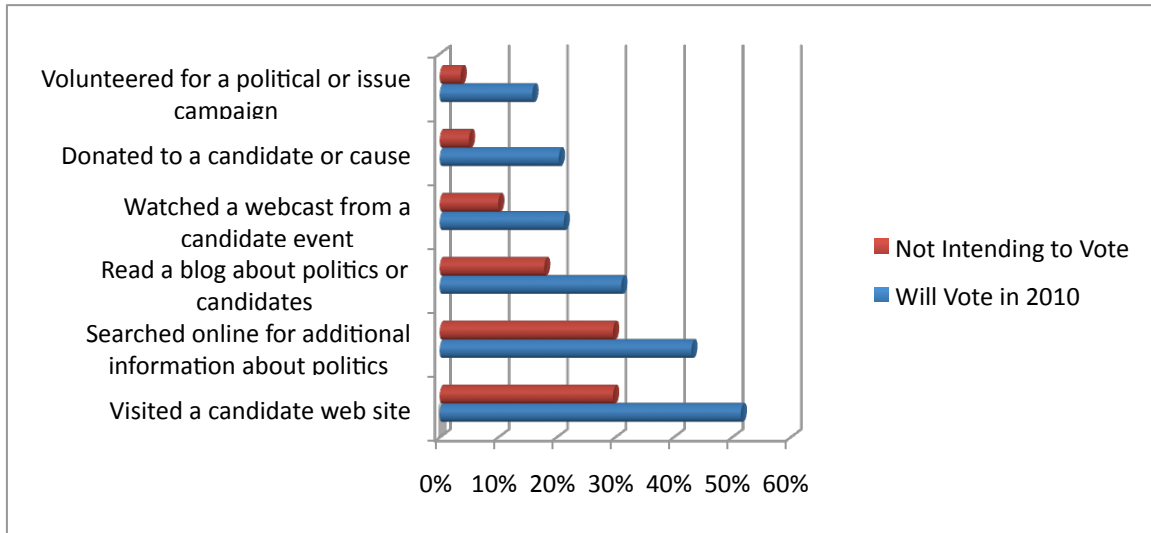
E-Voter Institute 2010 Voter Survey

When we look at activities that take a bit more energy and demonstrate some commitment to a campaign, the differences widen between likely voters and non-voters. But even in this category we see a good number of unlikely voters talking to friends and family about politics, forwarding email and links concerning political issues, and reading some email from the official campaign.

2010 Political Activities By Those Who Vote vs. Not Likely to Vote
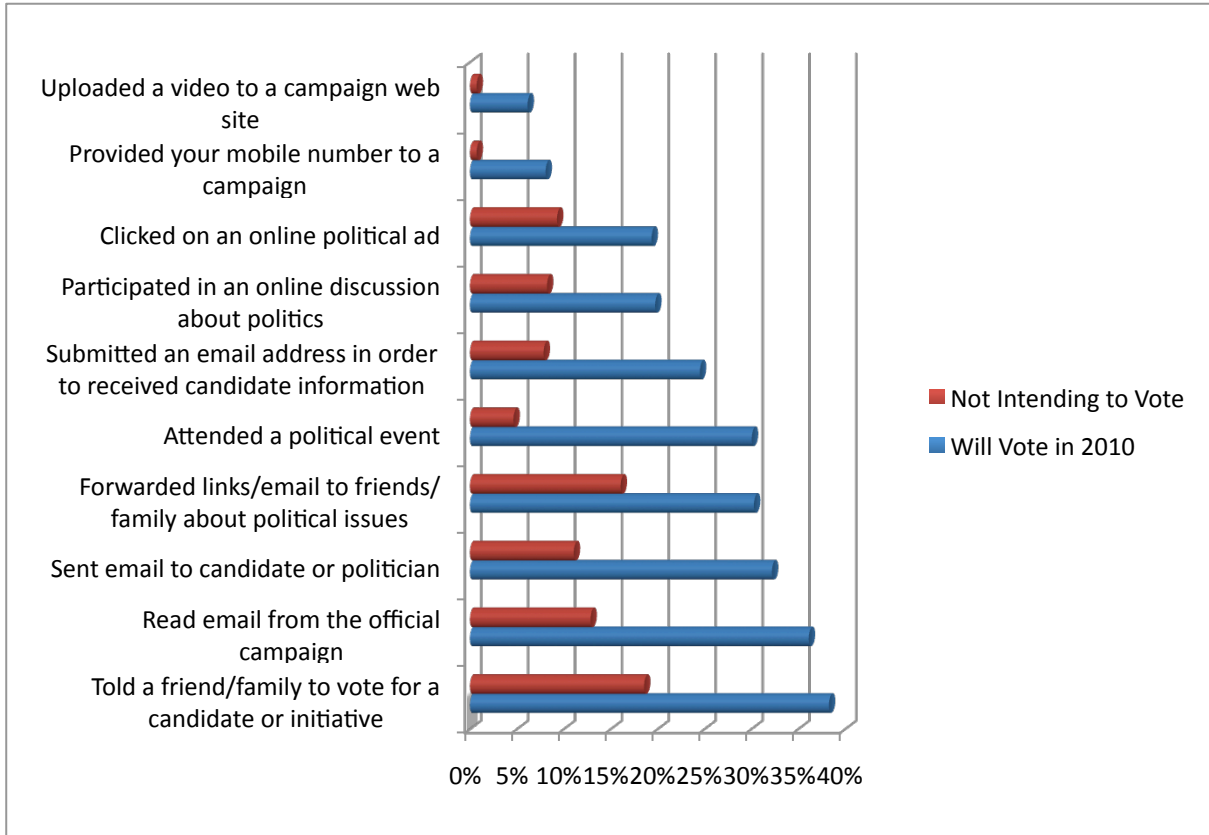
E-Voter Institute 2010 Voter Survey

1.1 Many Forms of Activism

Self-identified political activism is on the rise; however, we see that real voter action online and offline has actually declined this year.

This raises the questions:
- What does activism mean in a modern wired society?
- If voters think that they are being active, does that count?
- Are there ways to encourage more activism that actually helps raise money, persuades more friends and family, or turns out the vote?

1.1.1 Political Activism

More voters claim they are very politically active compared to years past.

Self-Identified Political Activism Trended
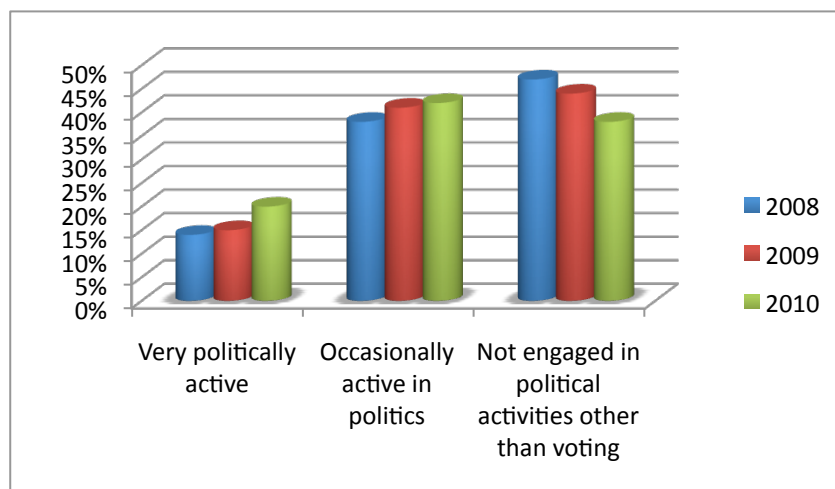
E-Voter Institute 2008-2010 Voter Survey

In 2010, in general, Democrats, those who consider themselves to be very liberal, power users, and males are more likely than their counterparts to identify as very politically active.

2010 - Political Activism by Political Affiliation & Gender	Democrats	Republicans	Independents		Males	Females
Very politically active	28%	17%	19%		25%	15%
Occasionally active in politics	43%	47%	41%		42%	43%
Not engaged in political activities other than voting	29%	36%	40%		33%	42%

E-Voter Institute 2010 Voter Survey

2010 - Political Activism by Ideology	Very Liberal	Middle	Very Conservative
Very politically active	47%	14%	32%
Occasionally active in politics	35%	44%	36%
Not engaged in political activities other than voting	18%	42%	32%

E-Voter Institute 2010 Voter Survey

2010 - Political Activism by Technology Level
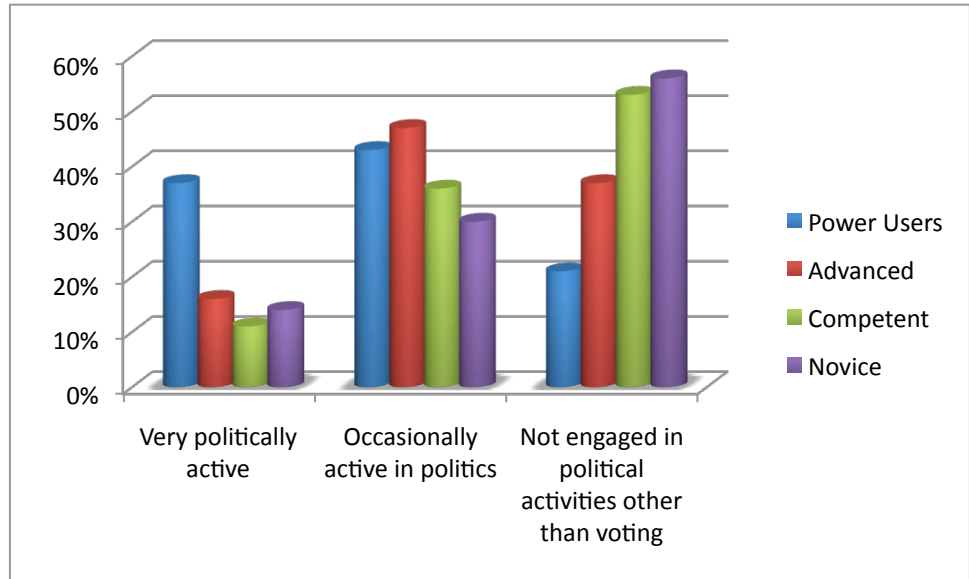
E-Voter Institute 2010 Voter Survey

Those who are not members of a social network are 28% more likely than social network members to identify as very politically active. At the same time, nearly half of the social network members consider themselves to be occasionally politically active. This may indicate that social networks are not as rewarding an environment for social activism, but they are still drawing people who think of themselves as somewhat interested in politics**. Is this pointing to an opportunity for social networks to find more ways to get those with occasional interests in politics more involved on the web or offline?**

2010 - Political Activism by Social Network Membership
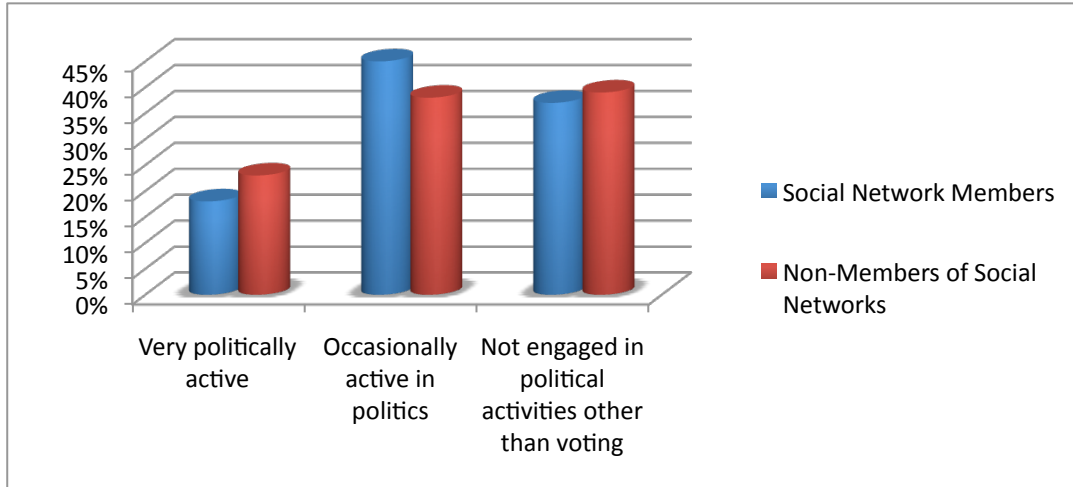
E-Voter Institute 2010 Voter Survey

It is helpful to look at this data broken down by gender and age to get a better view of who thinks of themselves as politically active. Males 35-54 are the most active, while nearly half of the women 18-34 self-identify as occasionally active.

2010 - Political Activism by Gender and Age
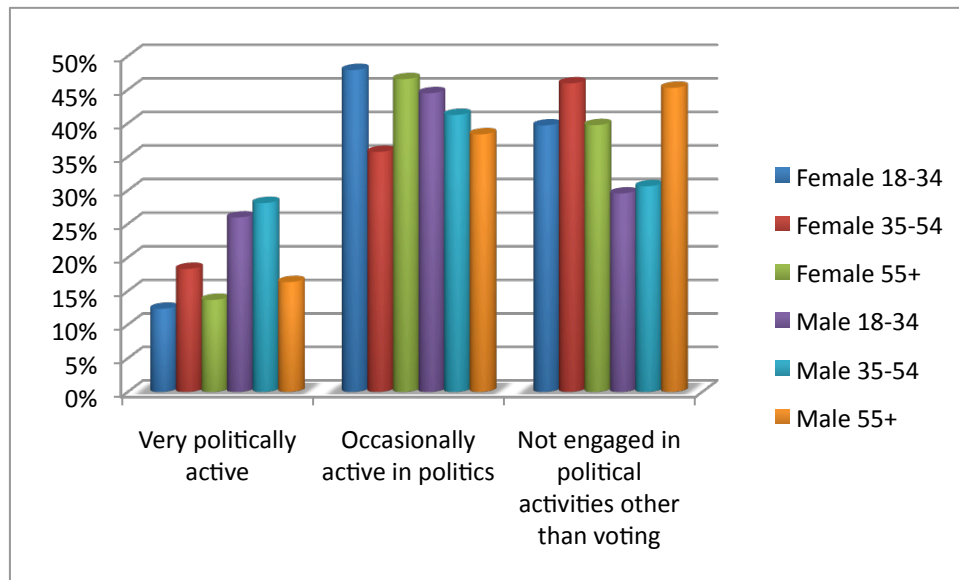
E-Voter Institute 2010 Voter Survey

In 2010, voter participation in online political activities occurred less often compared to 2009, but still there is growth from 2008. In many cases it looks like there may have been an increase in interest in 2009 – perhaps from a residual effect from the November 2008 election.
For more on all political activities see Appendix (1.1).

Participation in Online Political Activities & Donating -Trended	2008	2009	2010
Visited a candidate website	41%	51%	48%
Searched online for additional information about politics	38%	51%	41%
Viewed online videos about candidates	40%	42%	33%
Read a blog about politics or candidates	27%	37%	29%
Sent an e-mail to a candidate or politician about your concerns	22%	32%	28%
Forwarded links or e-mail to friends/family about political issues	28%	38%	28%
Submitted an e-mail address in order to received candidate information	17%	24%	22%
Watched a webcast from a candidate's event	--	27%	19%
Participated in an online discussion about politics	18%	22%	18%
Clicked on an online political ad	18%	25%	18%
Donated to a candidate or cause anywhere	13%	25%	18%

E-Voter Institute 2008-2010 Voter Survey

Those who self-identify as politically active in some way are clearly engaging in online activities as well as activities in the real world. There are however some characteristics that distinguish the very politically active.
For more on all political activities by this group see Appendix (1.1).

2010 Participation in Political Activities by Political Activism
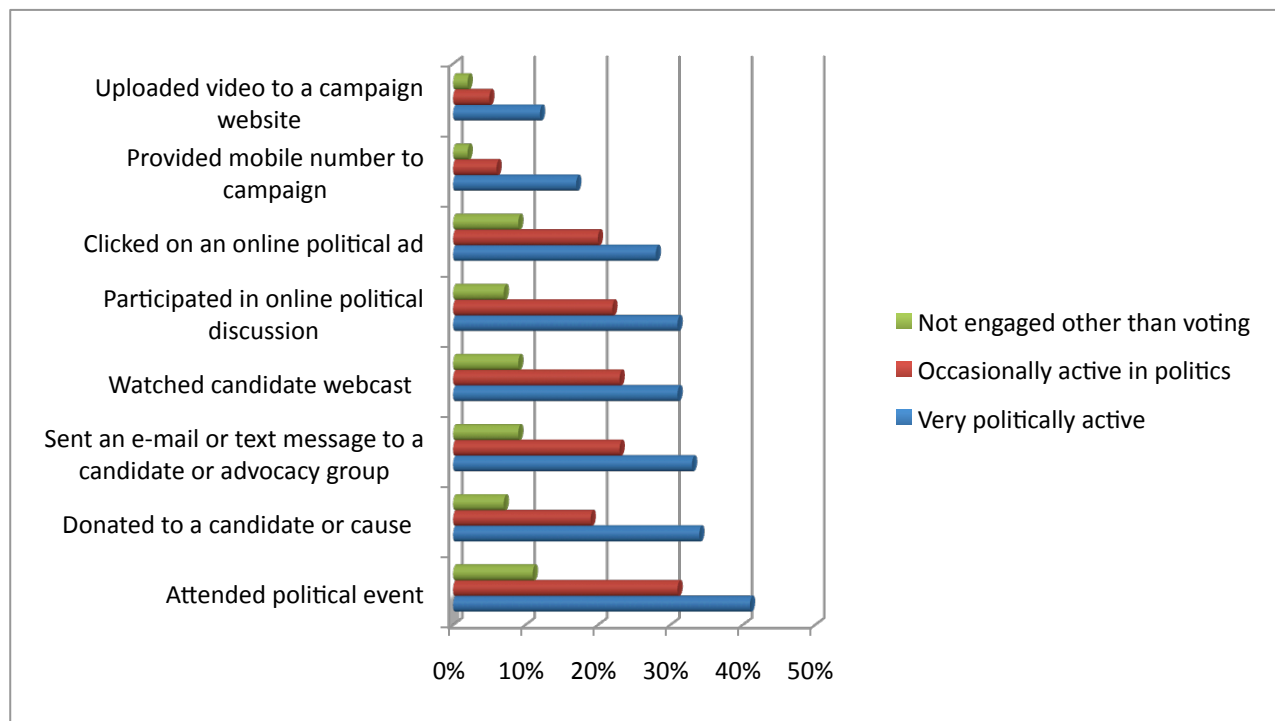
E-Voter Institute 2010 Voter Survey

Interest in political activities is strong in 2010 amongst female voters. It appears that younger and older women are equally likely to watch a webcast of a candidate event and to click on an online political ad.

2010 Participation by Women in Political Activities by Age
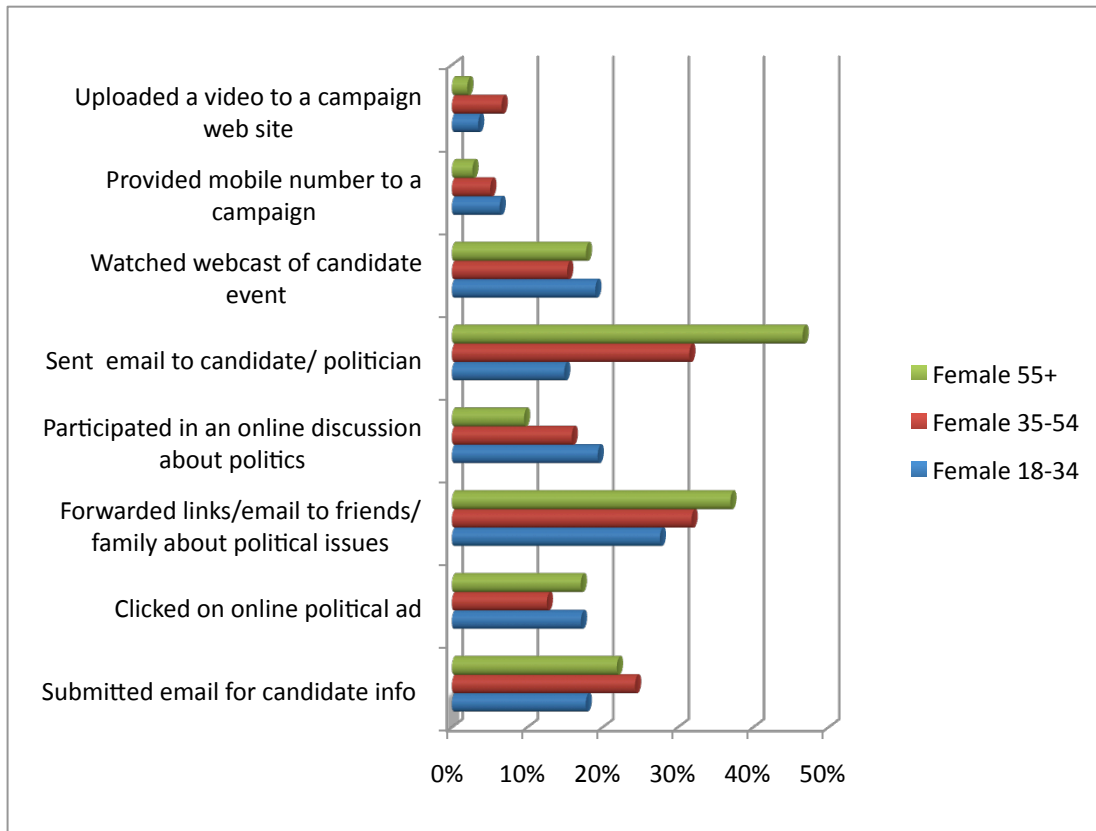
E-Voter Institute 2010 Voter Survey

1.1.2 Commitment to Voting

While it would be tempting to focus on the people who are making the most noise, the most difficult part of any campaign is to reach those who are most likely to vote.

Results from the survey indicate that "dedicated" voters (those who consistently vote in elections) are more likely to participate in all online political activities than those who vote less frequently, in some cases significantly so. The top online political activities engaged in by dedicated voters include: visiting a candidate's website (55%), searching online for political information (46%), and reading e-mail from a campaign (40%).

2010 - Participation in Political Activities by Voting Frequency	Dedicated voters	Infrequent voters	Non/Rare voters
Visited a candidate's website	55%	44%	28%
Searched online for additional information about politics	46%	36%	28%
Read e-mail from the official campaign	40%	26%	13%
Sent an e-mail to a candidate or politician about your concerns	37%	20%	10%
Viewed online videos about candidates	37%	30%	22%
Forwarded links or e-mail to friends/family about political issues	35%	19%	16%
Read a blog about politics or candidates	33%	24%	23%
Submitted an e-mail address in order to received candidate information	27%	18%	9%
Sent an e-mail or text message to a candidate or advocacy group	26%	14%	6%
Watched a webcast from a candidate's event	22%	16%	14%
Participated in an online discussion about politics	21%	17%	9%
Clicked on an online political ad	20%	14%	14%
Provided your mobile number to a campaign	9%	4%	3%
Uploaded a video to a campaign website	6%	6%	2%

E-Voter Institute 2010 Voter Survey

1.1.3 Party and Ideology

There is no significant difference in the way voters of different political parties become involved with political activities, though Republicans are 32% more likely than Democrats to forward email to friends and family about political issues and 24% more interested than Democrats in searching online for additional information about politics.
For more on all political activities by affiliation see Appendix (1.1).

Based on their ideology, those who self-identify as "Very Liberal" or "Very Conservative" get more involved than those in the middle. Very liberal people were twice as likely to provide a mobile number to a campaign as those who are very conservative, while those same very conservative people are significantly more interested in searching online for political information.

2010 - Participation in Political Activities by Ideology	Very Liberal	Middle	Very Conservative
Donated to a candidate or cause anywhere	24%	16%	23%
Submitted an e-mail address in order to received candidate information	32%	19%	29%
Searched online for additional information about politics	39%	39%	53%
Clicked on an online political ad	24%	17%	18%
Attended a political event	30%	23%	35%
Volunteered for a political or issue campaign	20%	13%	13%
Told a friend or family to vote for a candidate or initiative	35%	32%	52%
Forwarded links or e-mail to friends/family about political issues	32%	25%	43%
Participated in an online discussion about politics	24%	17%	19%
Visited a candidate's website	48%	47%	53%
Read a blog about politics or candidates	33%	27%	32%
Viewed online videos about candidates	37%	32%	34%
Sent an e-mail to a candidate or politician about your concerns	27%	27%	39%
Watched a webcast from a candidate's event	29%	18%	16%
Signed a petition	47%	51%	60%
Provided your mobile number to a campaign	16%	5%	8%
Uploaded a video to a campaign website	13%	4%	4%
Sent an e-mail or text message to a candidate or advocacy group	28%	17%	28%
Read e-mail from the official campaign	34%	31%	37%
Sent a letter to an elected official about your concerns	29%	24%	35%

E-Voter Institute 2010 Voter Survey

1.2 Social Media Usage

For the purposes of this study, "**Avid Social Networkers**" are members of Facebook and Twitter as well as at least one other less mainstream social network site. **"Casual social networkers"** belong to at least one social network.

The survey reveals that nearly 80% of avid social networkers consider themselves occasionally or very active in politics and have a higher likelihood being involved in a range of political activities than casual social networkers. **Is this a sign that politically active people are drawn to social networks or are social networks making it easier for people to find out about ways to get involved?**

2010 - Political Activism by Social Media Usage

E-Voter Institute 2010 Voter Survey

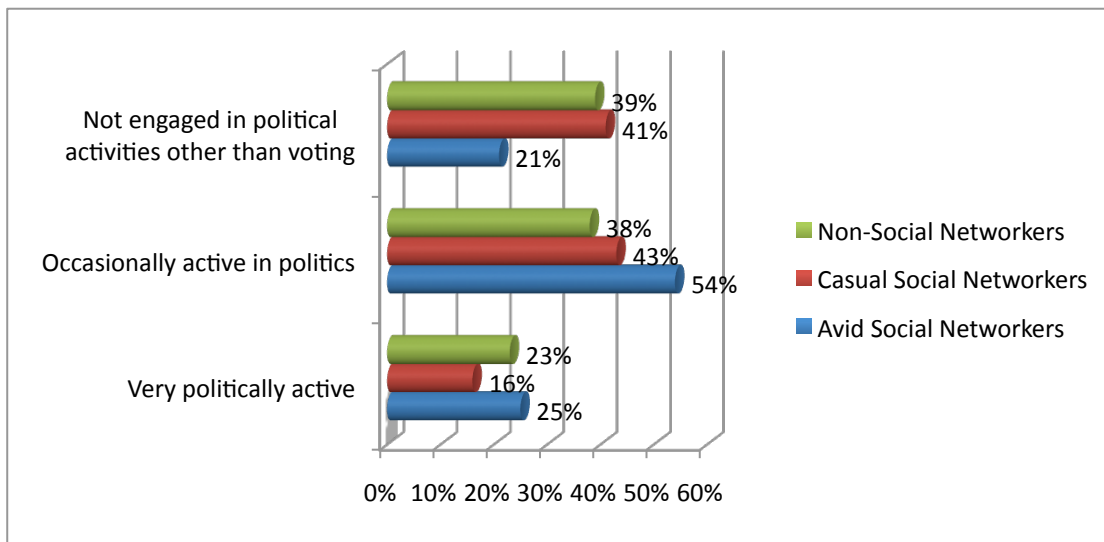| 2010 – Participation in Political Activities by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Donated to a candidate or cause anywhere	28%	15%
Submitted an e-mail address in order to received candidate information	39%	23%
Searched online for additional information about politics	57%	48%
Clicked on an online political ad	31%	19%
Attended a political event	35%	27%
Volunteered for a political or issue campaign	21%	14%
Told a friend or family to vote for a candidate or initiative	45%	39%
Forwarded links or e-mail to friends/family about political issues	44%	32%
Participated in an online discussion about politics	36%	19%
Visited a candidate's website	68%	55%
Read a blog about politics or candidates	53%	32%
Viewed online videos about candidates	56%	35%
Received e-mail from friends or family about politics	47%	38%
Sent an e-mail to a candidate or politician about your concerns	35%	31%
Watched a webcast from a candidate's event	39%	19%
Signed a petition	62%	56%
Provided your mobile number to a campaign	15%	6%
Uploaded a video to a campaign website	10%	4%
Sent an e-mail or text message to a candidate or advocacy group	29%	20%
Read e-mail from the official campaign	50%	34%
Sent a letter to an elected official about your concerns	32%	28%

E-Voter Institute 2010 Voter Survey

Social networking membership, particularly on Facebook, continues to grow steadily. The fastest growing group of members are those 55+, having jumped from 19% to 49% over a 2 year period. Two-thirds of those 18-34 are members of a social network, but their growth appears to be hitting a plateau. Has the fact that social networks are becoming so mainstream created the sense with younger people that they are not as cool as they might have once been?
For trends social network membership since 2008 see Appendix (Sample).

A higher proportion of political volunteers than non-volunteers belong to social networks in 2010 (70% vs. 59%). Facebook is by far the most appealing social network site to all audiences. A slightly higher proportion of females than males belong to Facebook (97% vs. 91%).

Twitter also appeals to twice as many liberals as conservatives, 25% more males than females, and more than twice as many of those under 35 as those 55+.
For information on demographics of MySpace and LinkedIn see Appendix (1.2).

2010 – Age and Gender by Facebook and Twitter Membership
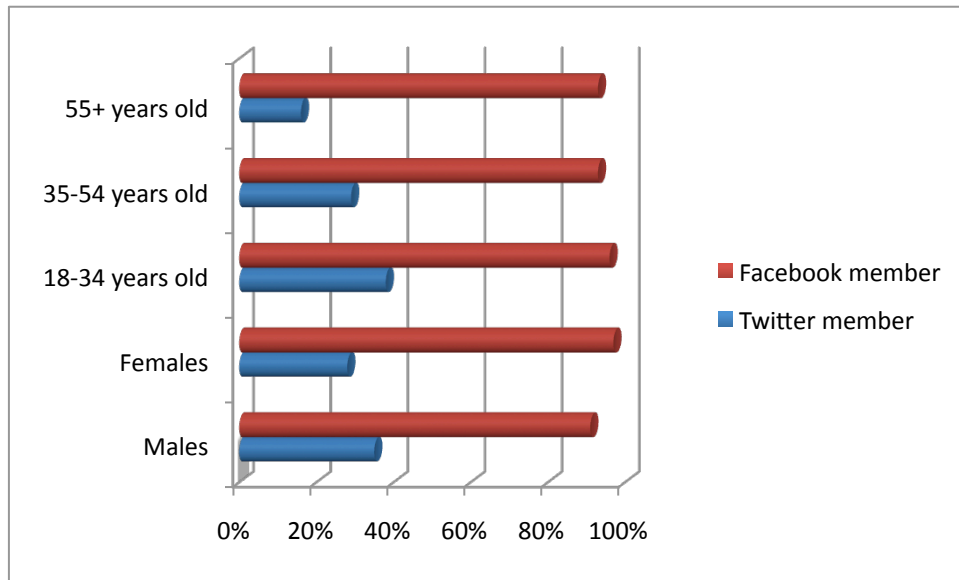
E-Voter Institute 2010 Voter Survey

1.3 Contributors and Volunteers

Compared to 2009, donating money to a candidate has diminished while the percentage of those volunteering remains relatively stable.   It is significant that the percentage of people who have donated is still 38% more than in 2008.

Donating & Volunteering Trended	2008	2009	2010
Donated to a candidate or cause	13%	25%	18%
Volunteered for a political campaign	9%	18%	14%

E-Voter Institute 2008-2010 Voter Survey

The very liberal and very conservative are more likely than those in the middle to donate, while the very liberal are most likely to volunteer.

2010 - Donating & Volunteering by Ideology
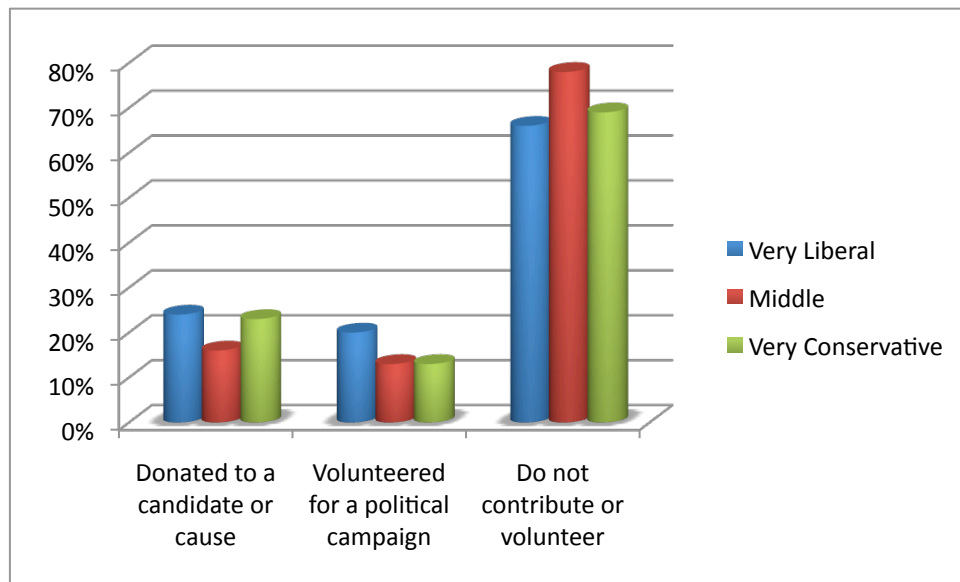
E-Voter Institute 2010 Voter Survey

1.3.1 Contributors

To pull back the layers a bit on contributors, we asked **how** and **why** people contributed.

The biggest decline in donations in 2010 from 2009 is a 40% drop from the 55+ age group, the very demographic most impacted by the recession and closest to retirement.

2010 Contributors by Age Trended
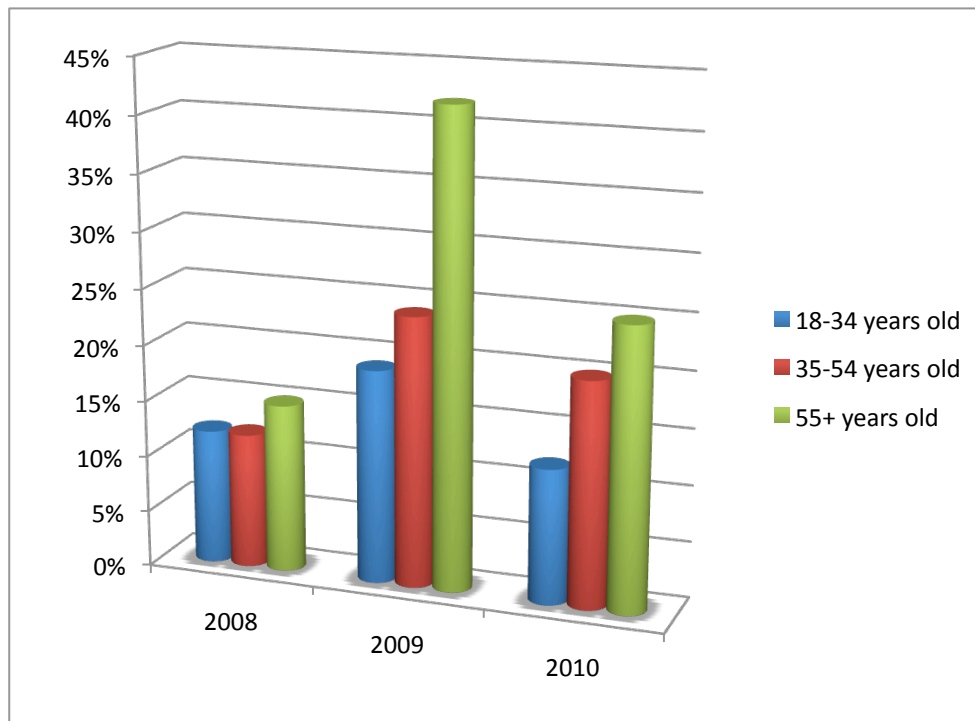
E-Voter Institute 2010 Voter Survey

Geography and Contributions

We know that contributors are more likely to donate to a candidate or cause they can directly vote for, but the nationalization of local and state campaigns has raised interest in finding contributors across the country. This survey reveals some prime groups of likely out-of-state contributors.

2010 – Participation in Political Activities	Total
Donated to a candidate or cause that is on the ballot in my state	15%
Donated to a candidate or cause that I am not able to vote for but wanted to support	7%

E-Voter Institute 2010 Voter Survey

The very liberal are more likely than conservatives or those in the middle to contribute to candidates they are not able to directly vote for.

2010 – Donation By Ability to Vote for Candidate by Ideology

Very Liberal
Middle
Very Conservative
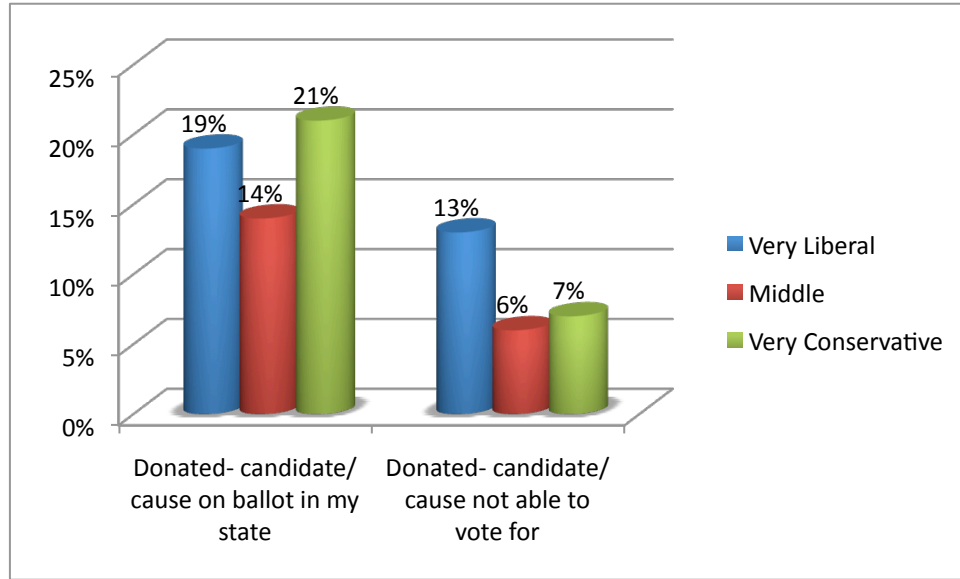
E-Voter Institute 2010 Voter Survey

The more politically active a voter is, the more likely they are to donate to both candidates they can and cannot vote for.

2010 – Donation By Ability to Vote for Candidate by Level of Political Activism

Very politically active
Occasionally active in politics
Not engaged other than voting
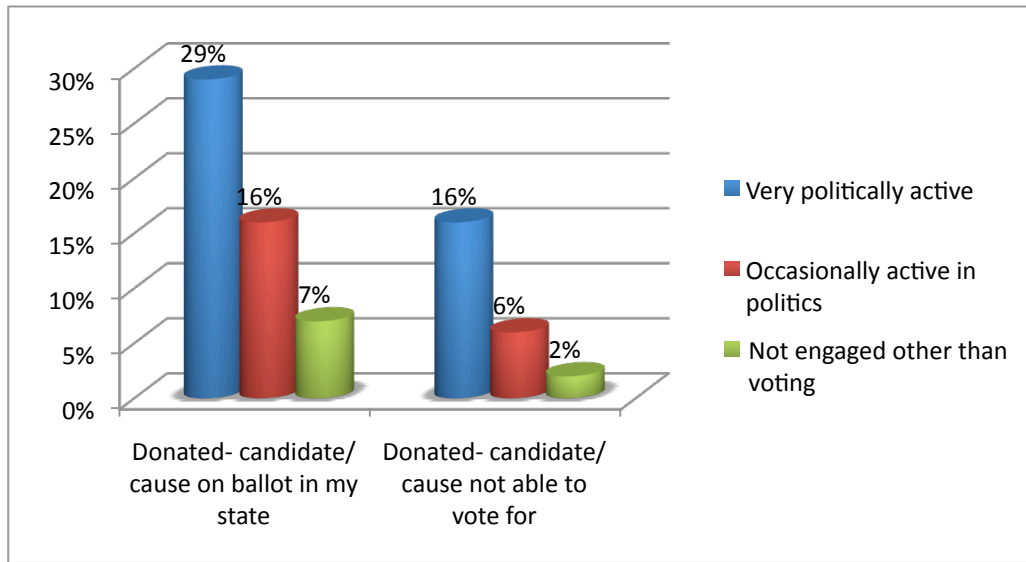
E-Voter Institute 2010 Voter Survey

How Donations Are Being Made

Two out of five respondents report that they contributed online using a candidate's website. Donating using a mobile phone was not even asked last year and now in 2010 one out of ten

reported donating using a mobile device. We expect this number will grow dramatically as mobile devices become smarter and mobile apps are developed to make contributing even easier.

How Voters Donated	2009	2010
Donated online in response to an e-mail	31%	30%
Donated online in response to direct mail	15%	19%
Donated on the candidate website	37%	40%
Donated through the mail in response to direct mail or phone call you received	31%	30%
Donated through the mail in response to a television/cable ad	11%	14%
Donated over the phone in response to a campaign volunteer	16%	11%
Donated at an event	45%	24%
Donated using your mobile device or smart phone	--	9%

E-Voter Institute 2009-2010 Voter Survey

We see donating at events occurs almost half as often as last year while there has been a slight dip in the percentage of people across all age groups attending events; still, more donating occurs now than in 2008.

Attending Events Trended	2008	2009	2010
Attended a political event	16%	29%	26%

E-Voter Institute 2008-2010 Voter Survey

Attending Events Trended by Age
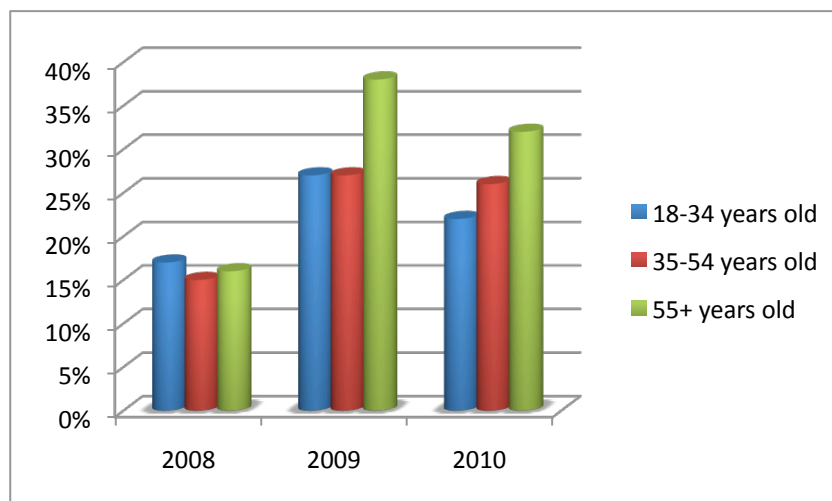
E-Voter Institute 2008-2010 Voter Survey

While gender does not appear to play a role in how voters donate, there is a clear correlation between age and how voters respond to direct mail requests for donations. In response to direct mail, one out of four in the 18-34 age group prefers to donate online, while only one in ten of the 55+ crowd makes an online payment in response to direct mail.

In addition, the 18-34 year olds are significantly more likely to donate on the candidate's website or through a mobile device than older demographics.

2010 - How Voters Donated by Age	18-34 years old	35-54 years old	55+ years old
Donated online in response to an e-mail	36%	29%	25%
Donated online in response to direct mail	24%	22%	11%
Donated on the candidate's website	53%	40%	26%
Donated through the mail in response to direct mail or phone call you received	15%	32%	43%
Donated through the mail in response to a television/cable ad	13%	14%	13%
Donated over the phone in response to a campaign volunteer	13%	12%	7%
Donated at an event	19%	23%	30%
Donated using your mobile device or smart phone	19%	7%	3%

E-Voter Institute 2010 Voter Survey

Democrats are more than twice as likely to donate online in response to e-mail or via a mobile device than Republicans. Democrats and Independents seem to show similar donating behavior, though Democrats are twice as likely as Independents to donate over the phone in response to a call from a campaign volunteer.

2010 - How Voters Donated by Political Affiliation	Democrats	Republicans	Independents
Donated online in response to an e-mail	40%	18%	26%
Donated online in response to direct mail	22%	14%	22%
Donated on the candidate's website	43%	33%	43%
Donated through the mail in response to direct mail or phone call you received	26%	35%	36%
Donated through the mail in response to a television/cable ad	19%	7%	15%
Donated over the phone in response to a campaign volunteer	15%	10%	7%
Donated at an event	24%	23%	26%
Donated using your mobile device or smart phone	15%	2%	10%

E-Voter Institute 2010 Voter Survey

Generally, dedicated voters are more likely to donate in various ways than less frequent voters, particularly online in response to e-mail. Those who are most comfortable with technology show a clear preference for using the web for contributing with over half of this group donating on a candidate web site.

2010 - How Voters Donated by Voting Frequency	Dedicated voters	Infrequent voters
Donated on the candidate's website	41%	35%
Donated online in response to an e-mail	33%	12%
Donated through the mail in response to direct mail or phone call you received	33%	21%
Donated at an event	24%	21%
Donated online in response to direct mail	18%	21%
Donated through the mail in response to a television/cable ad	13%	13%
Donated over the phone in response to a campaign volunteer	12%	6%
Donated using your mobile device or smart phone	8%	10%

E-Voter Institute 2010 Voter Survey

2010 - How Voters Donated by Power User vs. Non-Power User
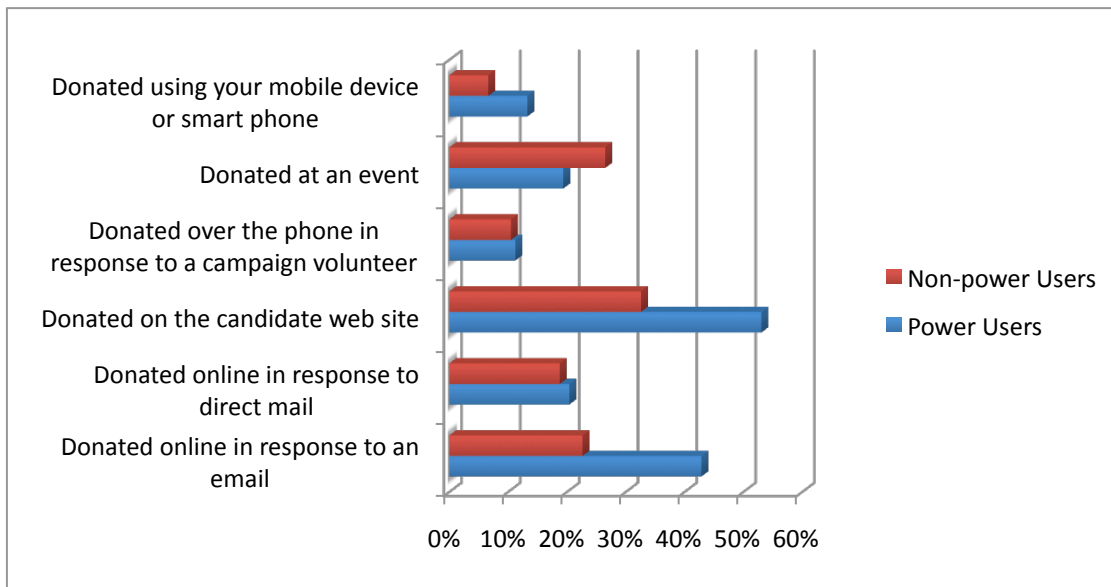
E-Voter Institute 2010 Voter Survey

Why People Contribute To Campaigns

More than half of contributors donate because they want to help the candidate or cause reach a fund-raising goal. One-third of contributors want to show their support by buying something with the campaign message.
For the complete list on why voters contribute see Appendix (1.3.1).

The very politically active are even more likely to regularly show support by contributing or buying merchandise than their counterparts. Curiously, the people who are most proficient in online technology, though not politically active, are more likely to contribute to a candidate to help them reach a goal than politically active people who are also online power users.

2010 – Why Voters Donate by Political Activism & Online Technology Usage	Very politically active	Occasionally active in politics	Not engaged other than voting		Active Power Users	Non-Active Power Users
Wanted to help the candidate or cause reach a target fund-raising goal	53%	53%	52%		46%	63%
Always contribute to favorite candidates and causes	46%	28%	11%		46%	27%
To show my support by buying t-shirt, bumper sticker, yard sign	40%	30%	18%		38%	31%
Donated because encouraged by a friend or family member	23%	13%	18%		22%	13%
To support the opposition	19%	12%	16%		26%	10%
To attend an event to see the candidate up close	19%	15%	7%		26%	8%
Community pressure	10%	5%	2%		14%	2%

E-Voter Institute 2010 Voter Survey

Political party affiliation does not appear to play a role in why voters donate to a candidate or cause. Independents seem to be most motivated to help a candidate reach a fund-raising goal. *For breakout of why voters contribute by political affiliation see Appendix (1.3.1).*

Males and females share similar motivations for donating, though women and those belonging to the 18-34 year old category demonstrate a higher tendency to donate by purchasing merchandise. The youngest voters are also the most responsive to community pressure to donate. *For breakout of why voters contribute by gender see Appendix (1.3. 1).*

2010 – Why Voters Donate by Age
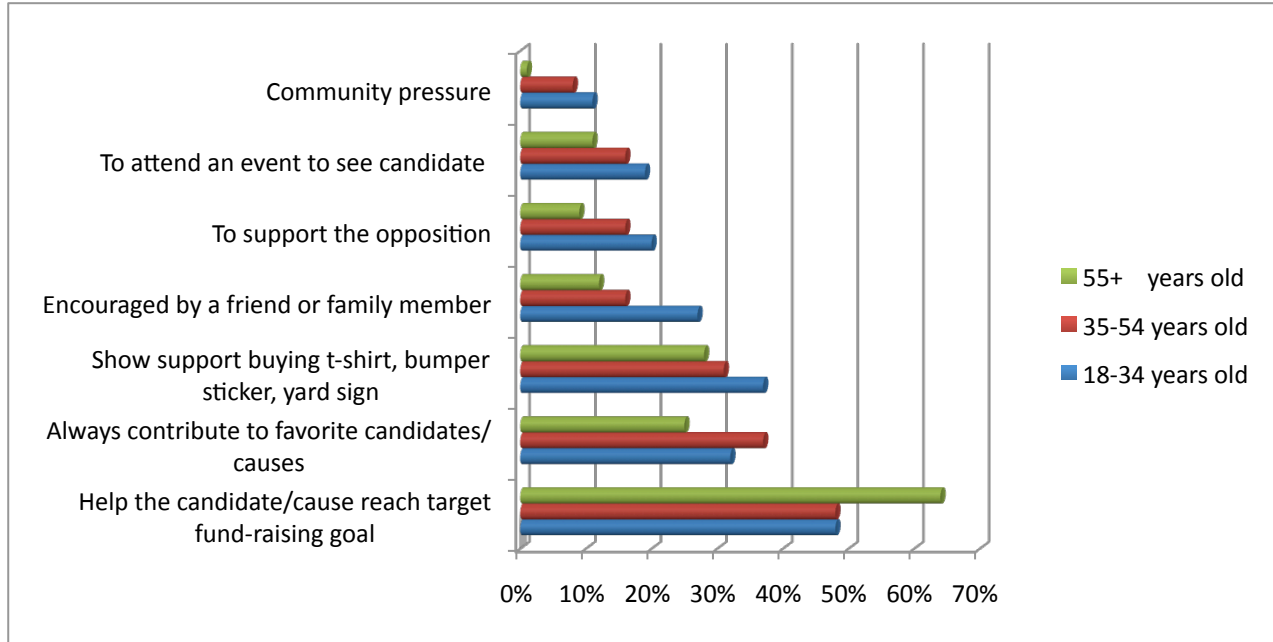
E-Voter Institute 2010 Voter Survey

2010 – Why Voters Donate by Gender and Age
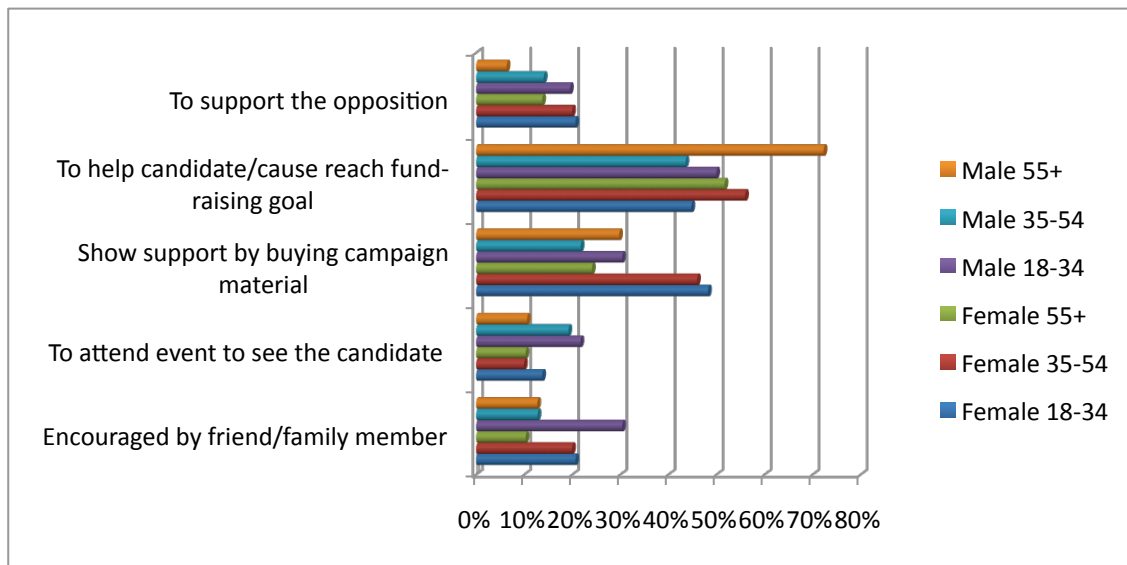
E-Voter Institute 2010 Voter Survey

1.3.2 Volunteers

Those who volunteer are more likely than others to participate in additional political activities online and offline. If they are involved in a campaign, it appears they are at least twice as likely to forward links, submit an email address to receive campaign communications, and read an email from a campaign. Volunteers are nearly 6 times more likely to donate to candidates that they cannot even vote for. **Challenge to campaigns—how to get people to feel like they are more involved with a campaign and expand who is considered a volunteer.**

2010 – Volunteering and Participation in Political Activities	Volunteers	Non-Volunteers
Visited a candidate's website	75%	43%
Searched online for additional information about politics	62%	37%
Read e-mail from the official campaign	61%	27%
Viewed online videos about candidates	57%	29%
Sent a letter to an elected official about your concerns	57%	21%
Read a blog about politics or candidates	54%	25%
Forwarded links or e-mail to friends/family about political issues	53%	24%
Sent an e-mail to a candidate or politician about concerns	52%	25%
Submitted an e-mail address in order to received candidate information	49%	17%
Sent an e-mail or text message to a candidate or advocacy group	45%	16%
Participated in an online discussion about politics	38%	15%
Watched a webcast from a candidate's event	36%	17%
Clicked on an online political ad	32%	15%
Provided your mobile number to a campaign	22%	4%
Uploaded a video to a campaign website	13%	4%

E-Voter Institute 2010 Voter Survey

One in five volunteers blogged or posted to a social media page to promote a candidate or cause, 60% more than had house parties. The most common volunteer activities include putting up yard signs or bumper stickers on cars, working in an event/campaign office, and sending out e-mails/letters to encourage friends' and family involvement.

2010 – Tasks done by Volunteers	2010
Put up a yard sign or bumper sticker on car	51%
Volunteered at event or campaign office	50%
Sent e-mail or letters to friends and family encouraging them to get involved	43%
Made phone calls on behalf of the campaign	33%
Walked the neighborhood talking about candidate or cause	32%
Supported the official website	29%
Helped get petition signatures	26%
Blogged or posted to social media page to promote the candidate or cause	21%
Hosted a house party	13%

E-Voter Institute 2010 Voter Survey

Commitment to Voting and Volunteering

Dedicated voters are twice as likely as infrequent voters to volunteer by sending e-mails or letters out to others to encourage involvement. In each category of activity, generally dedicated voters volunteered at a greater rate than infrequent voters, except with regard to walking the neighborhood to talk about candidates or causes.

2010 – Tasks done via Volunteers by Voting Frequency	Dedicated voters	Infrequent voters
Put up a yard sign or bumper sticker on car	54%	38%
Volunteered at event or campaign office	51%	47%
Sent e-mail or letters to friends and family encouraging them to get involved	49%	20%
Made phone calls on behalf of the campaign	37%	20%
Walked the neighborhood talking about candidate or cause	31%	40%
Supported the official website	28%	27%
Helped get petition signatures	31%	13%
Blogged or posted to social media page to promote the candidate or cause	22%	13%
Hosted a house party	15%	9%

E-Voter Institute 2010 Voter Survey

Political Activities and Age

Those 18-34 age group is about 65% more likely than the 35+ age group to volunteer by walking the neighborhood or blogging. They have both more energy and generally greater computer knowledge. Neither age nor gender seems to be a determinant of who volunteers in a campaign office. The sweet spot for hosts of a house party are the 35-54 year olds.

Nearly half of those 55+ still like to make phone calls on behalf of a campaign and a surprising one-third sent email or letters to friends and family encouraging involvement.

2010 – Tasks done via Volunteers by Age	18-34 years old	35-54 years old	55+ years old
Put up a yard sign or bumper sticker on car	49%	53%	49%
Volunteered at event or campaign office	48%	52%	51%
Sent e-mail or letters to friends and family encouraging them to get involved	42%	47%	33%
Made phone calls on behalf of the campaign	28%	30%	47%
Walked the neighborhood talking about candidate or cause	44%	26%	27%
Supported the official website	35%	34%	9%
Helped get petition signatures	23%	33%	18%
Blogged or posted to social media page to promote the candidate or cause	32%	18%	9%
Hosted a house party	8%	18%	11%

E-Voter Institute 2010 Voter Survey

Of those who volunteered, approximately half of the men and women across all ages volunteered at an event or the campaign office and put up a yard sign or attached a bumper sticker to their car.

2010 – Tasks Done by Volunteers by Gender and Age
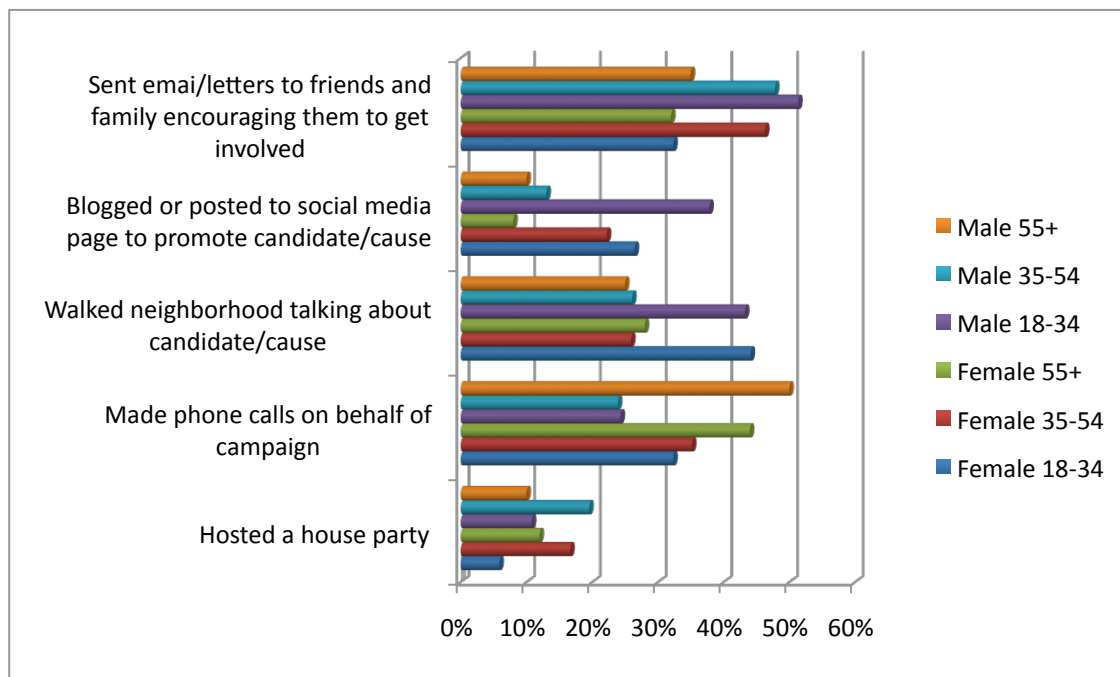
E-Voter Institute 2010 Voter Survey

For breakout of how voters volunteer by gender see Appendix (1.3.2).

Technology Knowledge Drives Interest

Power Users show significantly more interest in volunteering than their less technologically savvy counterparts; moreover, 2 out of 5 say in 2010 they have more interest in volunteering than in the past.

With an abundance of politically-oriented content on the web, the Power Users may be exposed to more opportunities to voice their opinions or take action.

Additionally, interest in volunteering has grown the most amongst those who consider themselves politically active, very liberal, dedicated voters, as well as amongst the 18-34 demographic.
For data on these groups and gender see Appendix (1.3.2).

2010 - Interest in Volunteering by Online Technology Usage
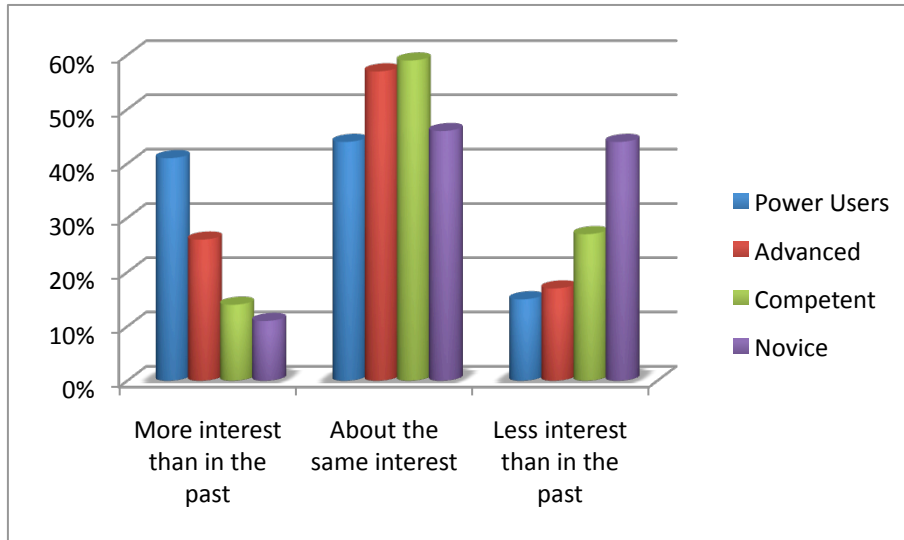
E-Voter Institute 2010 Voter Survey

Non-volunteers are twice as likely as volunteers to rely on landline phones only. Perhaps this explains why volunteers are more likely to download mobile applications (32% vs. 20%) and provide their mobile number to a campaign (22% vs. 4%)

2010 – Phone Use by Volunteering	Volunteers	Non-Volunteers
Landline phone only	3%	7%
Mobile phone only	21%	24%
Both phones, landline and mobile	75%	68%
None, no phones at home	0%	0%

E-Voter Institute 2010 Voter Survey

2010 – Participation in Online/Political Activities by Volunteering	Volunteers	Non-Volunteers
Downloaded mobile applications	32%	20%
Provided your mobile number to a campaign	22%	4%

E-Voter Institute 2010 Voter Survey

1.4 Use of Online Technology

In 2010, over one third of the Power Users, the most technologically savvy, reported that they are very active in politics with only 21% saying they are not engaged in political activities other than voting. Three out of five Power Users are members of a social network, while less than half of the non-Power Users are members. Half of the Power Users and 38% of the non Power Users use Twitter.

Could this level of activity be due in part to the success of Obama's online outreach efforts during his presidential campaign? Did Power Users have a deep interest in politics and then flocked to social media after seeing the potential for organizing and fundraising? Or are people with great interest in social networking trending towards political involvement because they are comfortable with the modern tools of political campaigns?

Power Users Level of Political Activism Trended	2008	2009	2010
Power User Active in Politics	28%	29%	37%

E-Voter Institute 2008-2010 Voter Survey

It is useful to look at the breakdown of Power Users by gender and age as it reveals the potential for getting women more involved, especially those with strong computer skills.

2010 - Power Users Level of Political Activism By Gender by Age
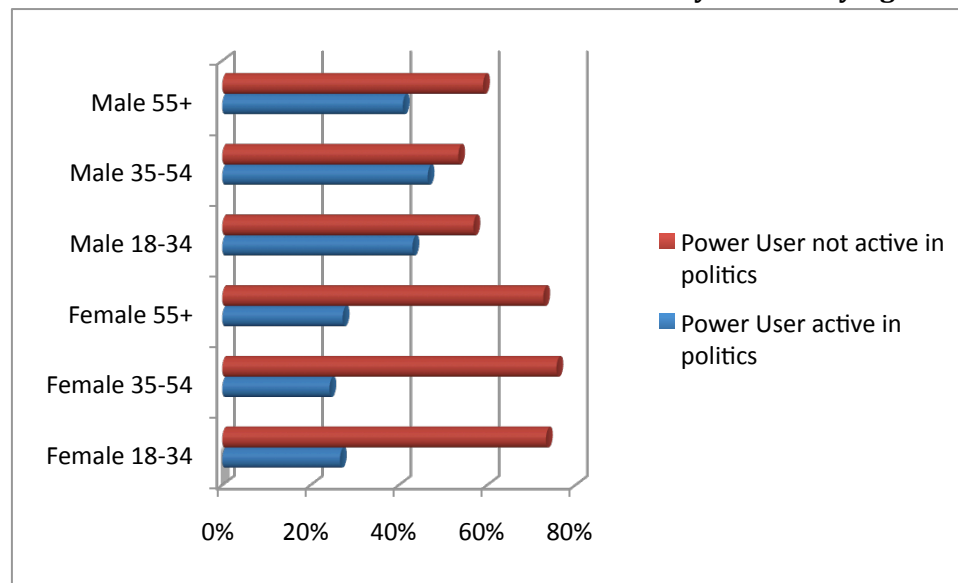
E-Voter Institute 2010 Voter Survey

Power Users who self-identify as politically active are more likely than other Power Users to attend political events, donate, volunteer, provide mobile phone information to campaigns and send e-mails or texts to candidates.

2010 – Participation in Political Activities by Power User Activism	Active Power Users	Non-active Power Users
Attended a political event	39%	20%
Donated to a candidate or cause	33%	18%
Volunteered for a political or issue campaign	32%	10%
Sent an e-mail or text message to a candidate or advocacy group	30%	19%
Provided your mobile number to a campaign	23%	8%

E-Voter Institute 2010 Voter Survey

Consistent with years past, the majority of voters consider themselves to be advanced users of technology, maintaining awareness of changes in online technology but not necessarily staying on the leading edge.

Online Technology Usage Trended	2008	2009	2010
Power User - Staying on the leading edge of the Internet	24%	27%	26%
Advanced - Maintaining awareness of changes in online technology	46%	40%	42%
Competent - Satisfied with basic online technology to get the job done	28%	29%	28%
Novice - Limited ability to take advantage of all online technology	3%	4%	4%

E-Voter Institute 2008-2010 Voter Survey

2010 – Gender by Online Technology Usage	Power Users	Advanced	Competent	Novice
Male	59%	48%	44%	46%
Female	41%	52%	56%	54%

E-Voter Institute 2010 Voter Survey

2010 – Online Technology Usage by Gender by Age
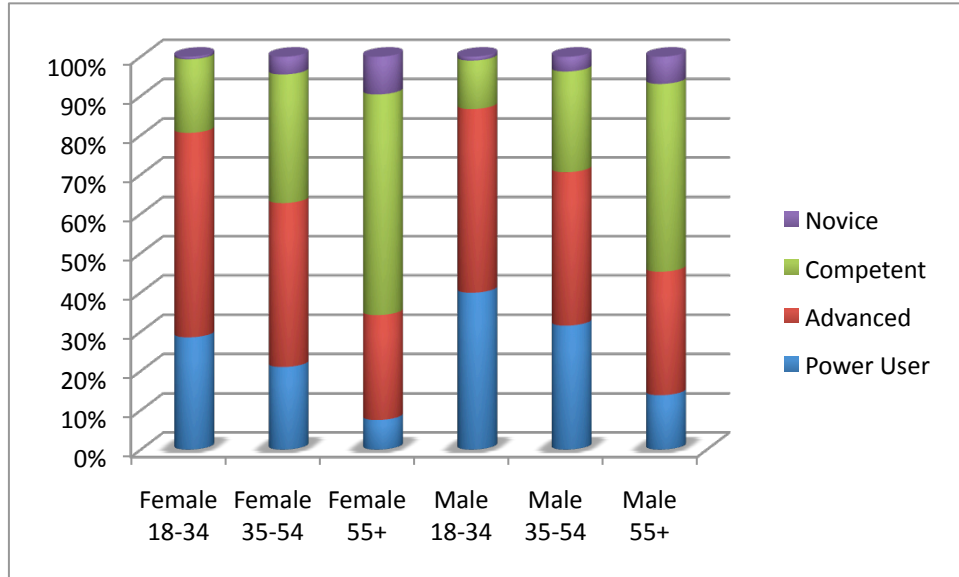
E-Voter Institute 2010 Voter Survey

The majority of Power Users affiliate themselves with the Democratic Party.

2010 – Online Technology Usage by Political Affiliation
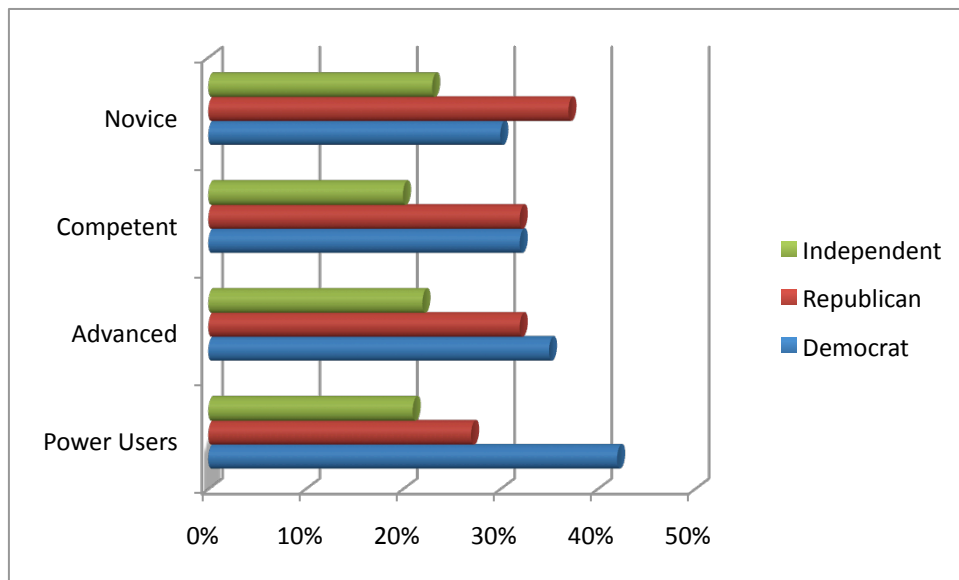
E-Voter Institute 2010 Voter Survey

Nearly half of the Avid Social Networkers, those who belong to Facebook, Twitter and at least one other site, consider themselves Power Users. The survey also revealed that Power Users are nearly three times more likely to be very liberal.

2010 – Online Technology Level by Social Media Usage
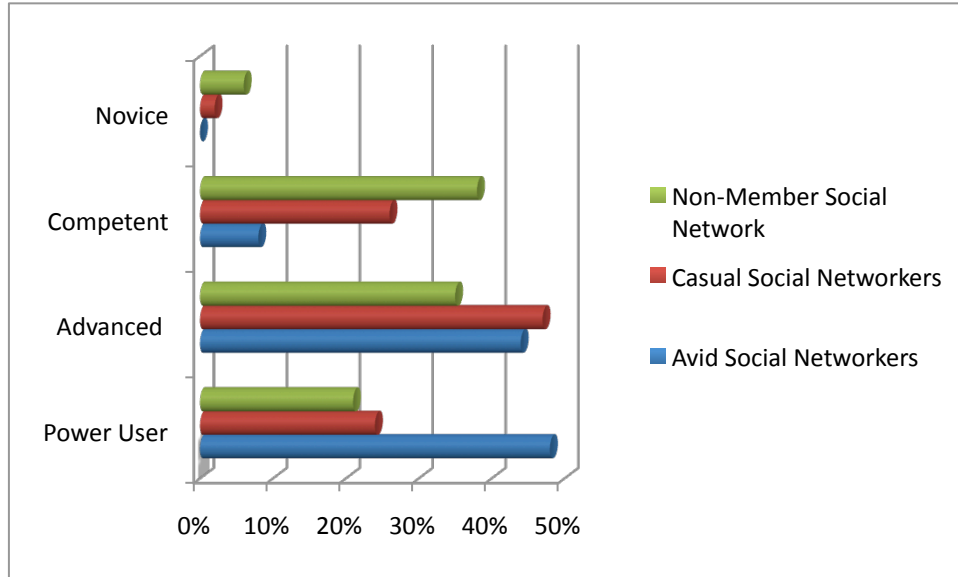
E-Voter Institute 2010 Voter Survey

Phone Usage

With the growing popularity of mobile devices, more voters are becoming inclined to use them to receive alerts and make donations.

The majority of voters have both mobile and landline phones in their household, while the 18-34 age group is more inclined than others to have only mobile phones with over one-third only reachable through this means. Everyone but a few had a phone of some sort.

2010 – Phone Use in Total & by Age	2010 Total
Landline phone only	7%
Mobile phone only	24%
Both phones, landline and mobile	69%

E-Voter Institute 2010 Voter Survey

2010 – Phone Use by Age
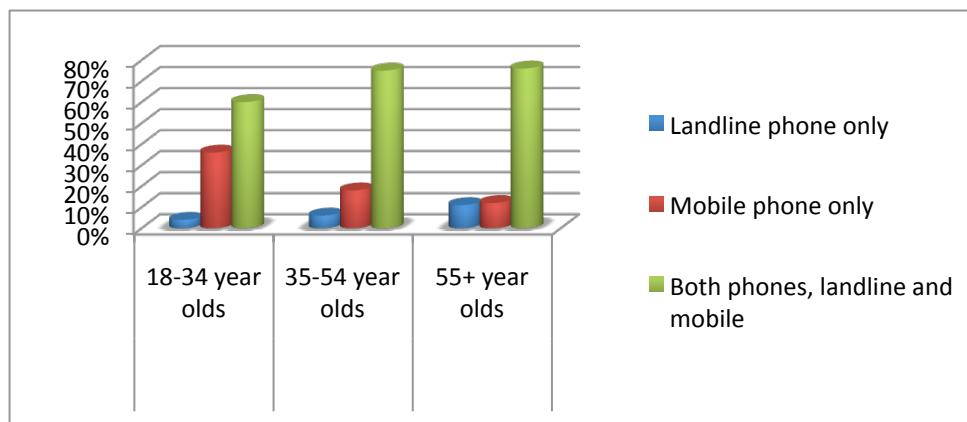
E-Voter Institute 2010 Voter Survey

It is no surprise that those less knowledgeable about online technology are more likely to rely only on landline phones.

2010 – Phone Use by Online Technology Usage	Power Users	Advanced	Competent	Novice
Landline phone only	5%	3%	11%	23%
Mobile phone only	26%	27%	18%	23%
Both phones, landline and mobile	69%	70%	71%	51%
None, no phones at home	0%	0%	0%	4%

E-Voter Institute 2010 Voter Survey

Dedicated voters have a higher likelihood than less frequent voters of having both mobile and landline phones. One third of those least inclined to vote just have a mobile device and no land line.

2010 – Phone Use by Voting Frequency
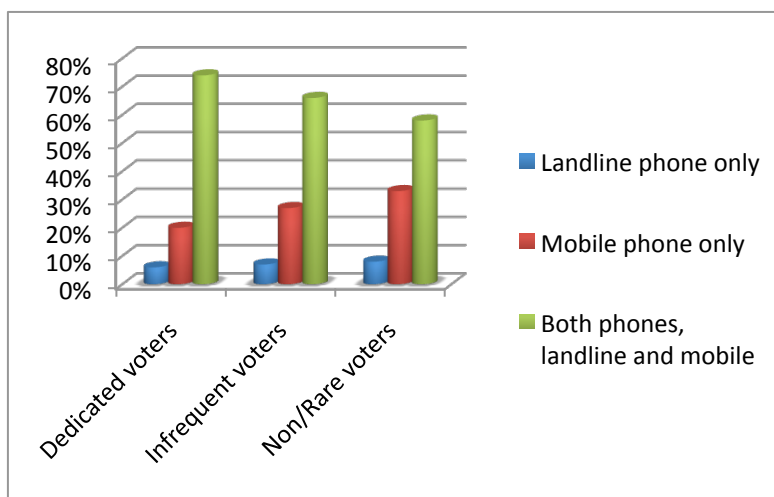
E-Voter Institute 2010 Voter Survey

2.0 How the Web Has Changed Voter Behavior

How do voters expect candidates to use the web in their campaigns? What do they think is the best way to get their attention and what are the best ways to keep them engaged in the campaign? Listening to the voters and finding out more about how they use the web might help political consultants make smarter decisions about where to spend media dollars and campaign effort.

2.1 Voter Expectations

There is a curious gap between what voters expect from candidates and what the voters actually do as discussed in the previous section. While 81% expect an official candidate website, only 48% have visited a candidate web site. Though 49% expect online display political ads, only 18% claim to have ever clicked on one. Though only 22% have submitted an email address to receive candidate information, 66% expect candidates to use email.

2010 - Voter's Expectation For Candidates' Use of the Internet in Total	2010
Official website	81%
Television ads on the official website	66%
E-mail	66%
Fundraising	61%
Webcasts of events	56%
Blogs and podcasts	54%
Campaign web video on other sites	54%
Participate in social networking sites	50%
Online display ads	49%
Twitter	41%

E-Voter Institute 2010 Voter Survey

With the exception of using social networks and Twitter, voters generally have lower expectations for internet use by candidates this year compared to the last 2 years. Have the voters decided that politicians just are not able to keep up with the changes? There seems to be a downward trend for expectations of website use and online fundraising. Note that we did not even ask about Twitter in 2008 as it was just gaining popularity.

Voter's Expectation For Candidates' Use of the Internet Trended	2008	2009	2010
Participate in social networking sites	38%	49%	50%
Twitter	--	42%	41%
Official website	87%	85%	81%
Fund raising	70%	63%	61%

E-Voter Institute 2008-2010 Voter Survey

Expected use of online display ads has declined over time, from 2008 (65%) to 2010 (49%). This decline is strong among all age groups, but most notably among the 35-54 crowd. We must keep in mind, however, the potential impact of online display ads that are noted and read or watched, but not necessarily clicked on.

Voter's Expectation For Candidates' Use of Online Ads Trended by Age
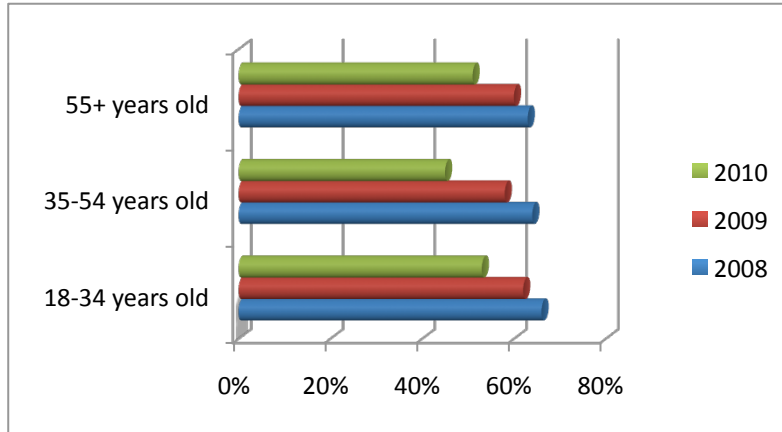
E-Voter Institute 2008-2010 Voter Survey

Volunteers, contributors, and social network members have consistently and significantly higher expectations for internet use by candidates than their counterparts.

2010 - Voter's Expectation For Candidates' Use of the Internet by Contribution & Social Network Membership	Donate and/or Volunteer	Do not contribute in either way	Social Network Members	Non-Member of Social Networks
Official website	85%	80%	88%	72%
Fund raising	72%	57%	65%	54%
E-mail	80%	62%	70%	60%
Online display ads	58%	47%	55%	41%
Webcasts of events	65%	53%	63%	45%
Blogs and podcasts	65%	50%	62%	42%
Television ads on the official website	75%	63%	73%	55%
Campaign web video on other sites	63%	52%	61%	44%
Participate in social networking sites	60%	47%	60%	35%
Twitter	53%	37%	47%	33%

E-Voter Institute 2010 Voter Survey

Perhaps due to a higher level of their own online technology use, Avid Social Networkers expect candidates to use online tools more often than casual social networkers. They are also more likely than Casual Social Networkers to pay attention to and stay informed via these online tools (as well as some traditional media).

2010 - Voter's Expectation For Candidates' Use of the Internet by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Official website	90%	87%
Fund raising	71%	64%
E-mail	77%	68%
Online display ads	63%	53%
Webcasts of events	70%	61%
Blogs and podcasts	72%	59%
Television ads on the official website	82%	70%
Campaign web video on other sites	74%	57%
Participate in social networking sites	71%	57%
Twitter	70%	41%

E-Voter Institute 2010 Voter Survey

There are strong expectations for web use by candidates across all age groups and education level. Party affiliation is not a determining factor of voter expectations nor is gender. Three quarters of very politically active respondents expect email compared to two thirds of those who are occasionally active in politics and 58% of those who are least engaged.
For breakout of expectations by political affiliation & political activism see Appendix (2.1).

2010 - Voter's Expectation For Candidates' Use of the Internet by Age	18-34 year olds	35-54 year olds	55+ year olds
Official website	83%	81%	80%
Fund raising	59%	60%	65%
E-mail	66%	66%	67%
Online display ads	53%	45%	51%
Webcasts of events	57%	57%	53%
Blogs and podcasts	58%	52%	49%
Television ads on the official website	67%	64%	67%
Campaign web video on other sites	59%	52%	50%
Participate in social networking sites	57%	46%	45%
Twitter	46%	37%	40%

E-Voter Institute 2010 Voter Survey

Looking at the data by level of education reveals how pervasive the internet really is. It is not surprising that three quarters of those with just a high school level education expect candidates to have a website compared to 83% of those with a post grad degree. Perhaps the most interesting finding is that webcasts of events are expected most by those with at least an undergraduate degree, more so than those with an advanced degree.

2010 - Voter's Expectation For Candidates' Use of the Internet by Education	High School	Undergrad	Post grad
Official website	77%	82%	83%
Fund raising	51%	63%	62%
E-mail	60%	67%	72%
Online display ads	41%	51%	51%
Webcasts of events	45%	59%	57%
Blogs and podcasts	43%	55%	60%
Television ads on the official website	61%	67%	67%
Campaign web video on other sites	51%	54%	58%
Participate in social networking sites	43%	52%	51%
Twitter	33%	43%	45%

E-Voter Institute 2010 Voter Survey

2.2 Sources Of News And Current Events

The majority of respondents still rely on traditional, non-internet sources for information about news and current events. At the same time, 7 out of 10 voters use the internet to keep up on the news of the day. Generally, there is no change from last year in terms of the preferred sources for news though reliance on online social networks is climbing at a steady pace (from 4% in 2008 to 10% in 2010).

Sources of News & Current Events Trended	2008	2009	2010
Non-Internet sources*	98%	96%	93%
Internet sources**	50%	66%	69%

*Non-Internet includes: newspapers, network/local/cable television, radio, friends/family, magazines, books, people from work
**Internet includes: e-mail, search engines, social networks, news-related websites, blogs, web video sites, portal sites, twitter
E-Voter Institute 2008-2010 Voter Survey

While television and newspapers rank highly for learning about news, most popular online sources of information include news-related websites and portal sites like Yahoo, AOL and MSN. One in ten respondents say e-mail, search engines and online social networks are the place to go for news. *For the complete list of sources see Appendix (2.2).*

2010 - Among Top-3 Online Sources for News & Current Events in Total	2010
News-related websites	30%
Portal sites like Yahoo, AOL, MSN	22%
E-mail	10%
Search engines	10%
Online social networks	10%
Blogs	6%
Twitter	4%
Web video sites	4%

E-Voter Institute 2010 Voter Survey

Those who still prefer to receive news from local television include voters less active in politics, those who consider themselves novices in online technology, and voters without a college education. Those who know how to use the internet are clearly showing low levels of interest in traditional means (including newspapers) of news broadcast.

2010 - Among Top-3 Sources for News & Current Events by Political Activism	Very Politically Active	Occasionally Active in Politics	Not Engaged in Politics
Local television	29%	39%	46%
Newspapers	30%	33%	38%

E-Voter Institute 2010 Voter Survey

2010 - Among Top-3 Sources for News & Current Events by Online Technology Usage	Power Users	Advanced	Competent	Novice
Local television	31%	39%	46%	61%
Newspapers	28%	31%	45%	40%

E-Voter Institute 2010 Voter Survey

2010 - Among Top-3 Sources for News & Current Events by Education	High School	Undergrad	Postgrad
Local television	51%	39%	33%
Newspapers	34%	34%	36%

E-Voter Institute 2010 Voter Survey

The audiences most likely to go to news-related sites are Power Users, while Advanced Users prefer portal sites. One in three social network members go to news-related sites and a quarter go to portal sites, significantly more in both cases than those who are not members. Higher education levels also indicate more interest in news-related sites and portals.

2010 - Among Top-3 Sources for News & Current Events by Online Technology Usage	Power Users	Advanced	Competent	Novice
News-related websites	33%	32%%	27%	16%
Portal sites	19%	27%	19%	11%

E-Voter Institute 2010 Voter Survey

2010 - Among Top-3 Sources for News & Current Events by Social Network Membership	Social Network Members	Non-Members of Social Networks
News-related websites	34%	24%
Portal sites	25%	17%

E-Voter Institute 2010 Voter Survey

When we further break down the social network users, we see that those who are considered Avid Social Network members are nearly twice as likely to go to social network sites for news and current events as those who are Casual Social Network members (20% vs. 11%). We also see that Power Users are most likely to go to online social networks for news as well. Voters who identify themselves as politically active or liberal are looking more to social networks for information than their counterparts.

2010 - Among Top-3 Sources for News & Current Events by Online Technology Usage	Power Users	Advanced	Competent	Novice
Online social networks	15%	10%	5%	2%

E-Voter Institute 2010 Voter Survey

As might be expected, the 18-34 year olds are relying on social network sites for information more than twice as much as those in the 35+ age group. We see that over half of the men 55+ rely on

newspapers for news while men and women 18-34 are the least likely to rely on newspapers. There is general agreement about the value of news-related web sites.

2010 - Among Top-3 Sources for News & Current Events by Age	18-34 years old	35-54 years old	55+ years old
Online social networks	16%	7%	2%

E-Voter Institute 2010 Voter Survey

2010 - Among Top-3 Sources for News & Current Events by Gender and Age
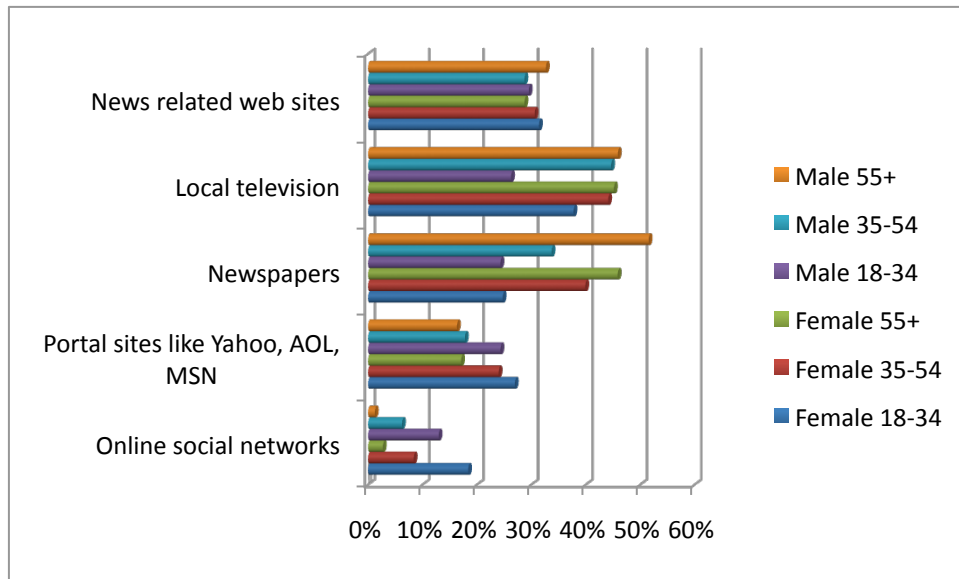
E-Voter Institute 2010 Voter Survey

2.3 Online Activities of Voters

As the Internet becomes more integrated into our lives, the web becomes even more important as a source of information, news, entertainment, purchases, and interactions with friends and family. Fragmentation in the media landscape provides more choices, and there are distinct differences in usage between age groups, gender and those who use social media sites.

2.3.1 General information Sites

Social networks are climbing in popularity as a source for lifestyle and general information. Otherwise, there is consistency over the last 2 years in the behavior of the general population.

Sites Voters Rely On For General Information Trended	2009	2010
Search engines	48%	47%
Portal sites like Yahoo, AOL, MSN	49%	46%
Local newspaper site	40%	38%
Cable news sites	34%	35%
Social networks	26%	34%
Local television or radio sponsored sites	34%	33%
Weather-related sites	32%	31%
National newspaper sites	29%	28%
Broadcast television based sites	23%	22%
Health care sites	24%	21%
Blogs	20%	20%
Sports-related sites	13%	19%
Financial related sites	16%	18%
Entertainment and fashion sites	18%	16%
Educational sites	19%	15%
Travel-related sites	13%	13%
Music sites	10%	11%

E-Voter Institute 2009-2010 Voter Survey

With all the attention given to local content on the web, it is not surprising that in 2010, among the top sites visited by all those looking for general information, several have a local focus:
- Local newspaper sites (38%)
- Local TV or radio sponsored sites (33%)
- Weather-related sites (31%)

Females are more likely than males to visit local content sites, health care sites, social networks, and entertainment/fashion sites, while men are more likely to visit sites with a national focus, cable news sites, financial sites, and sports sites.

Looking more closely at women by age reveals some similarities, but also diverse trusted sources. Everyone uses search engines.

2010 - Sites Voters Rely On For General Information by Gender & Age	Males	Females
Local newspaper sites	34%	42%
National newspaper sites	33%	24%
Local television or radio sponsored sites	29%	37%
Broadcast television based sites	22%	21%
Cable news sites	39%	32%
Sports-related sites	27%	10%
Travel-related sites	14%	13%
Financial-related sites	23%	13%
Health care sites	17%	25%
Educational sites	14%	15%
Search engines	47%	47%
Portal sites like Yahoo, AOL, MSN	44%	47%
Entertainment and fashion sites	13%	19%
Music sites	11%	11%
Social networks	30%	37%
Blogs	19%	20%
Weather-related sites	29%	33%

E-Voter Institute 2010 Voter Survey

2010 Sites Women Rely On For General Information by Age
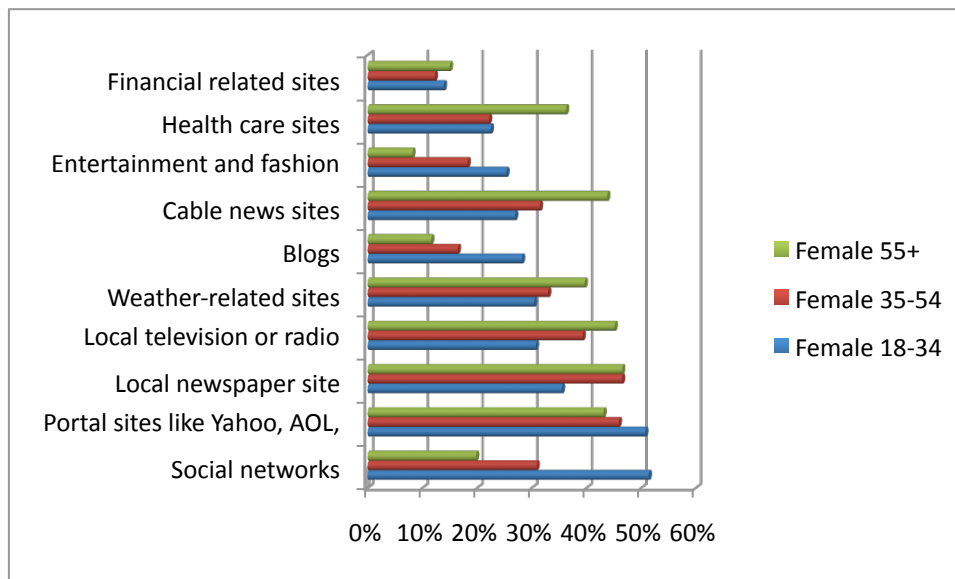
E-Voter Institute 2010 Voter Survey

Those in the 18-34 year old group are more likely than the 35+ crowd to visit music sites, social networks, and blogs, while the 35+ age group is more likely to visit local content sites, cable news sites, and health care sites.

2010 - Sites Voters Rely On For General Information by Age
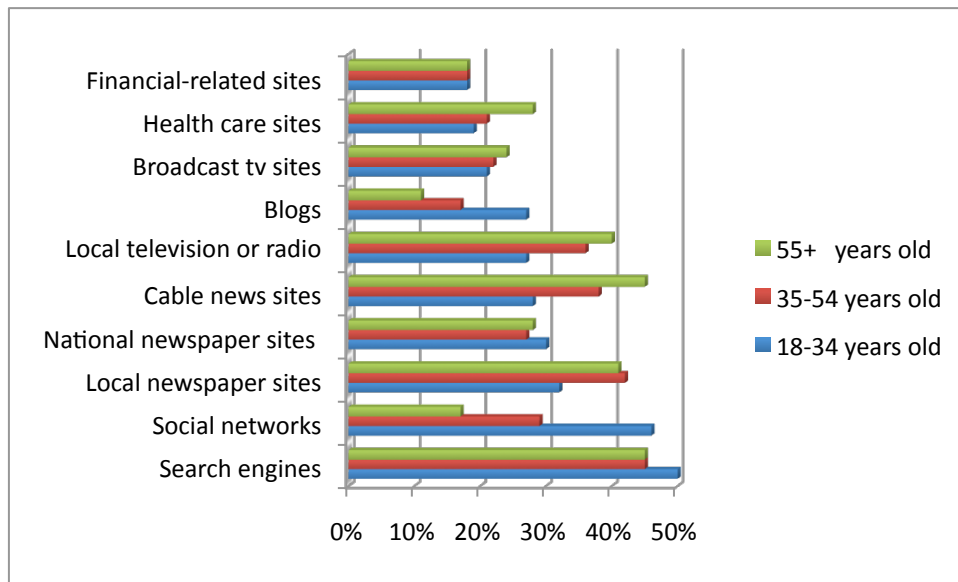
E-Voter Institute 2010 Voter Survey

For the complete list of sources by age and social media usage see Appendix (2.3.1).

A further look at those who are most active on social network sites reveals that national news sources get attention equal to local sites. Generally, all website types are used more by this group of Avid Social Networkers, an indication of their stronger interest in learning.

2010 - Sites Voters Rely On For General Information by Social Media Usage
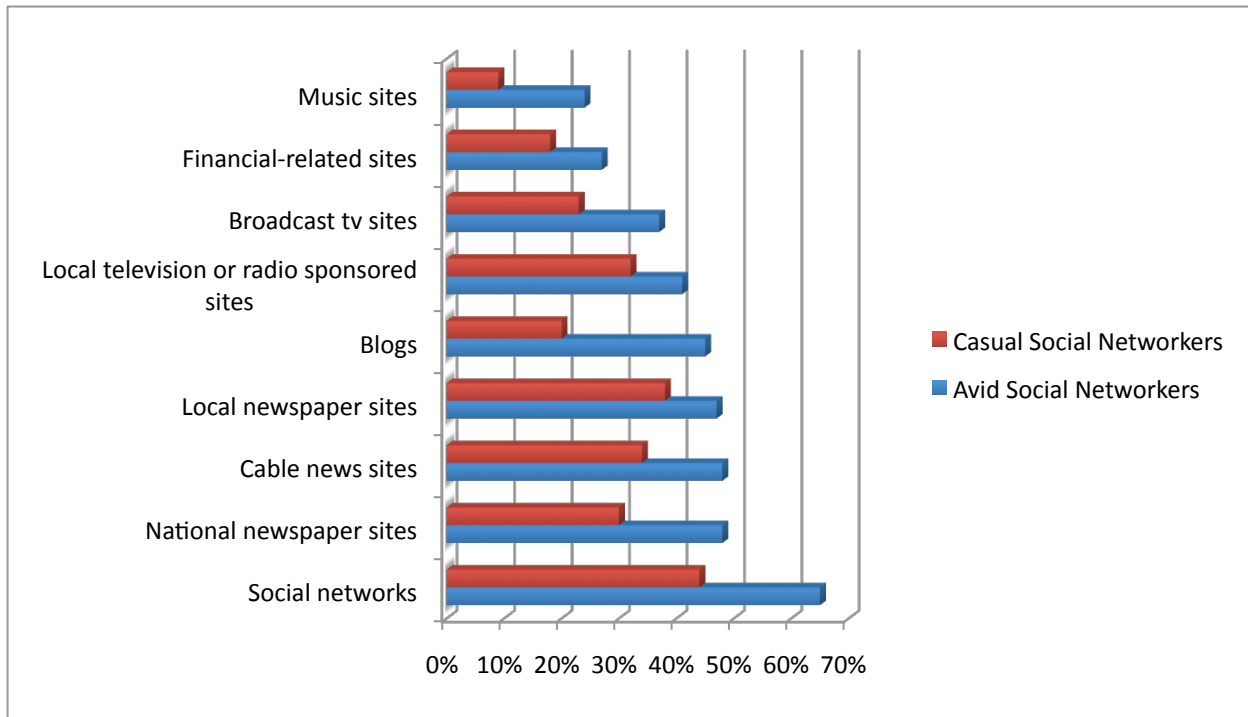
E-Voter Institute 2010 Voter Survey

2.3.2 Online Activities

In 2010, social networking appears to drive the use of the web, while other online activities see a slight decline from last year.

Is the decrease in e-mail use due to the increase in social networking? We suggest the economy and recession have been a factor in the decline of participation in online activities that have a fee, like playing games and making purchases. People still forward links and email to friends and family, though fewer than in years past.

Participation in Online Activities Trended	2008	2009	2010
Use e-mail	92%	91%	87%
Make online purchases of consumer goods, travel or subscriptions	79%	76%	67%
Social network member	44%	55%	61%
Read newspapers or magazines online	66%	66%	59%
Forward links and e-mail to friends/family	69%	67%	56%
Play online games	57%	53%	47%
Download video, images and/or audio	54%	51%	45%
Listen to online radio	44%	44%	39%
Post ratings or comments online	46%	44%	38%
Upload video, images and/or audio	33%	35%	34%
Post to other blogs	29%	32%	25%
Use Twitter or other micro-blogging sites	5%	22%	22%
Subscribe to RSS feeds	18%	20%	18%
Maintain a blog or your own website	19%	23%	16%

E-Voter Institute 2008-2010 Voter Survey

In 2010, we expanded the list of online activities in which respondents might engage. We see over half the people research online before making purchases of any sort, and search for/use online coupon sites.

2010 - Participation in Online Activities – Total
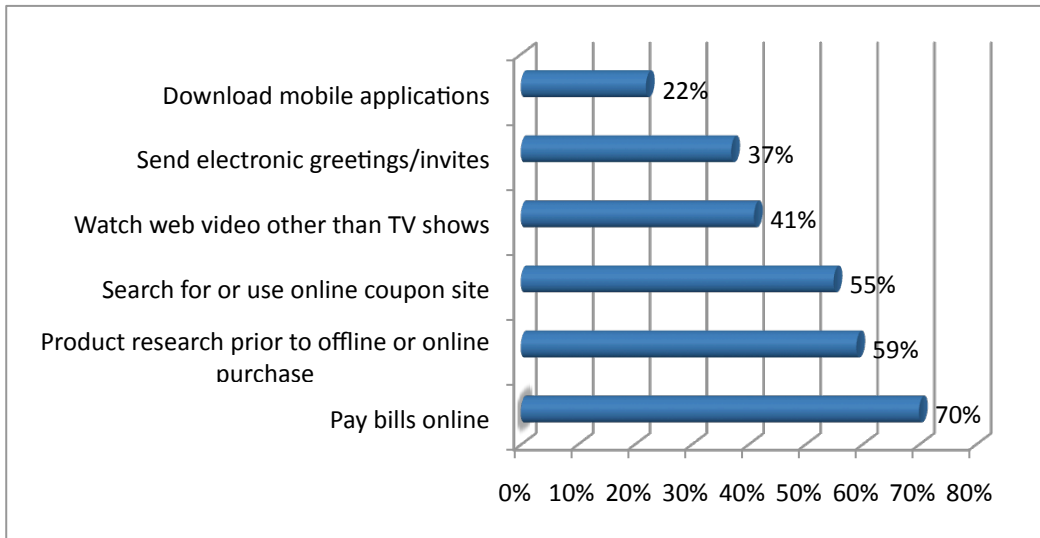
E-Voter Institute 2010 Voter Survey

Dedicated voters are more likely than less frequent voters to participate in product research and forward links and e-mail to family and friends. These are the same types of behavior we see when looking at how voters pursue political information.

2010 - Participation in Online Activities by Voting Frequency (Top Activities made by Dedicated Voters)	Dedicated Voters	Infrequent Voters	Non/Rare Voters
Use e-mail	89%	87%	85%
Pay bills online	73%	70%	59%
Make online purchases of consumer goods, travel or subscriptions	70%	66%	58%
Social network member	61%	56%	64%
Participate in product research prior to offline or online purchase	65%	53%	47%
Read newspapers or magazines online	63%	56%	51%
Forward links and e-mail to friends/family	61%	52%	43%
Search for or use online coupon site	56%	60%	46%
Check movie listings	53%	50%	50%

E-Voter Institute 2010 Voter Survey

For the complete list of online activities by this group see Appendix (2.3.2).

Generally, females are 15% more likely than males to make online purchases and 41% more likely to search for coupons. They are also more likely to play online games (24%) and send electronic greeting cards (36%). Men seem more interested in downloading mobile apps and online dating

sites than women. Paying bills online seems to be gender-neutral with 7 out of 10 men and women using this online service.

2010 - Participation in Online Activities by Gender	Males	Females
Use e-mail	85%	90%
Pay bills online	69%	70%
Make online purchases of consumer goods, travel or subscriptions	62%	71%
Social network member	55%	66%
Participate in product research prior to offline or online purchase	56%	62%
Read newspapers or magazines online	56%	62%
Forward links and e-mail to friends/family	48%	63%
Search for or use online coupon site	46%	65%
Check movie listings	50%	54%
Play online games	42%	52%
Download video, images and/or audio	45%	44%
Watch web video other than TV shows	43%	39%
Post/research online classifieds (jobs, for sales, etc.)	38%	42%
Listen to online radio	41%	38%
Watch your favorite TV show online	36%	42%
Post ratings or comments online	33%	42%
Send electronic greetings/invites	31%	42%
Upload video, images and/or audio	31%	37%
Post to other blogs	24%	27%
Use Twitter	23%	21%
Download mobile applications	24%	19%
Subscribe to RSS feeds	19%	16%
Visit chat rooms	19%	14%
Maintain a blog or your own website	16%	16%
Use online dating with a paid service	9%	5%

E-Voter Institute 2010 Voter Survey

While those over 35 are showing more interest in email and online purchases, the younger group is clearly leading the way in most online activities.

2010 - Participation in Online Activities by Age
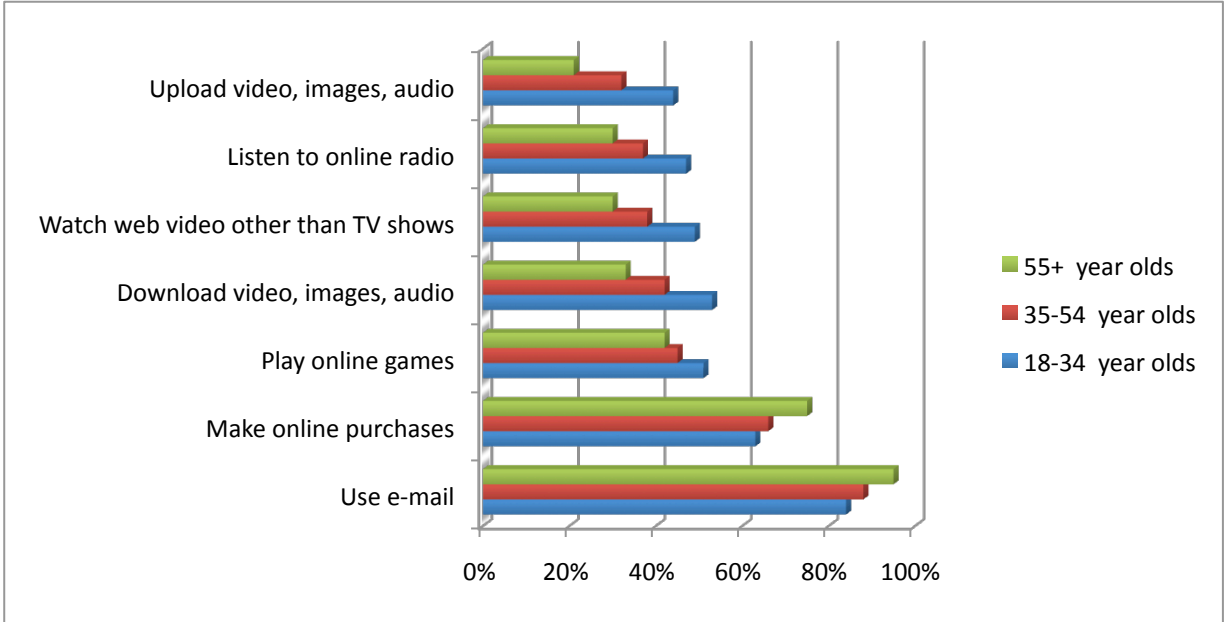
E-Voter Institute 2010 Voter Survey

2010 - Participation in Online Activities by Gender by Age
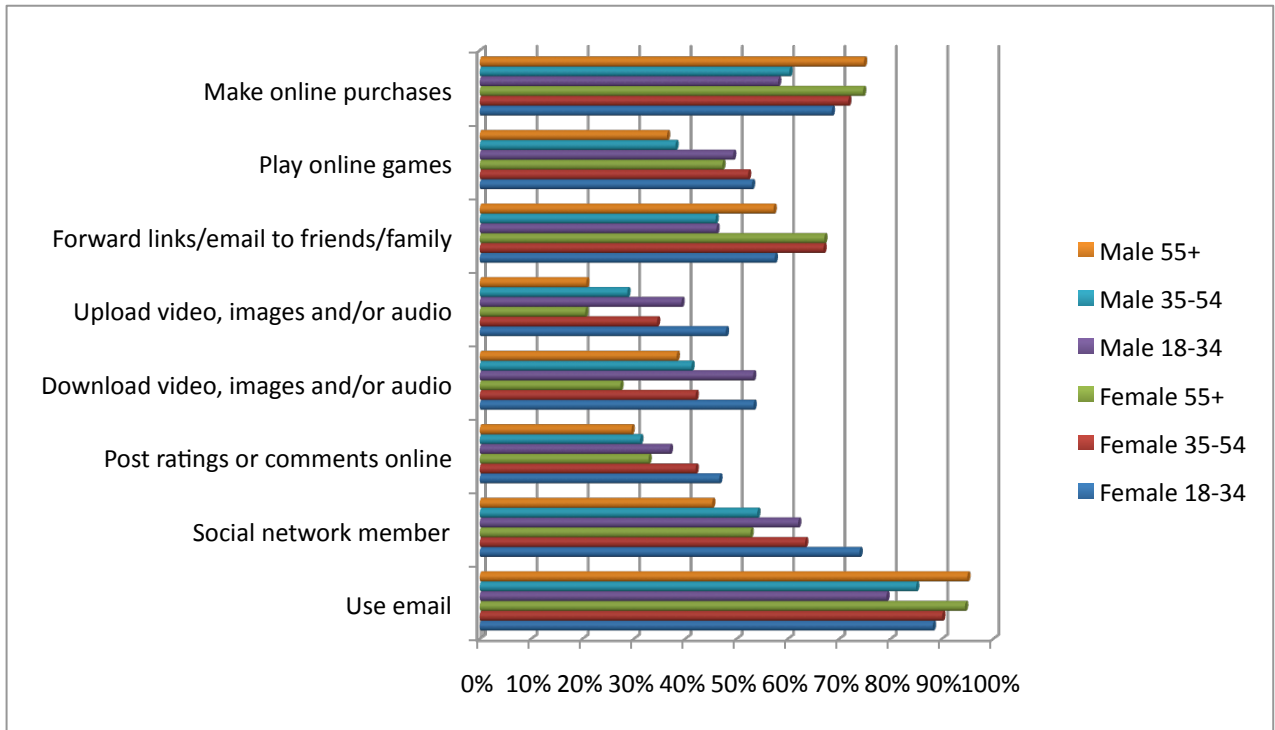
E-Voter Institute 2010 Voter Survey

Avid Social Networkers are more likely than Casual Social Network members to participate in other online activities.

2010 - Participation in Online Activities by Social Media Usage (Top Activities made by Avid Networkers)	Avid Social Networkers	Casual Social Networkers
Use e-mail	95%	93%
Use Twitter	87%	14%
Pay bills online	87%	73%
Make online purchases of consumer goods, travel or subscriptions	83%	75%
Read newspapers or magazines online	83%	64%
Download video, images and/or audio	77%	51%
Search for or use online coupon site	77%	59%
Forward links and e-mail to friends/family	76%	64%
Participate in product research prior to offline or online purchase	76%	68%
Watch web video other than TV shows	75%	44%
Check movie listings	74%	57%
Post ratings or comments online	72%	44%
Watch your favorite TV show online	70%	41%
Upload video, images and/or audio	68%	41%
Post/research online classifieds	67%	44%
Listen to online radio	65%	41%
Play online games	65%	52%
Post to other blogs	61%	27%
Send electronic greetings/invites	59%	41%
Download mobile applications	52%	20%

E-Voter Institute 2010 Voter Survey

For the complete list of online activities by this group see Appendix (2.3.2).

3.0 Talking To and With Voters

Campaigns are no longer based on one-way communications where messages come from campaigns with no interest in any response beyond being sent money. This is the age of customization and 'have it your way.' We see in the data that people want messages on their own terms at their convenience. Just because a candidate is yelling a message does not mean that anyone is listening.

There has been some resistance by political consultants to encourage peer-to-peer communication to help spread a campaign message.   The survey reveals that sharing these messages is a big part of a voter's experience and sense of involvement with a campaign.

3.1 Getting and Keeping Attention of Voters

Political consultants are always searching for the best ways reach voters and strengthen commitment to a candidate or cause. The survey asked both the best ways to **get attention** as well as how to **keep the attention** of potential voters, as engagement with voters is increasingly important.

Getting Attention

Traditional methods still play a significant role in reaching all voters, though 3 out of 4 potential voters say internet-based communications are compelling.

Media to Get Voters' Attention Trended	2008	2009	2010
Non-Internet communications*	90%	94%	91%
Internet-based communications**	73%	81%	76%

*Non-Internet includes: TV ads, direct mail, newspaper ads, phone, radio ads, text messaging, yard signs/billboards, word of mouth, events/rallies, bumper stickers, endorsements

**Internet includes: online display ads, e-mail, social networks, candidate websites, viral video, webcasts, blogs, Twitter, online news articles

E-Voter Institute 2008-2010 Voter Survey

Generally, the level of attention paid to all media has declined. However, e-mail, direct mail, and text messaging receive the most consistent level of attention from voters over time. In 2010, traditional means such as television ads (56%), word of mouth (39%), and direct mail (34%) are among the most attention-getting methods. The best online approaches for getting voters' attention include online news articles (37%), candidate web sites (37%), email (25%), and social networks (24%).

Media to Get Voters' Attention Trended		2008	2009	2010
Non-Internet Media	Television or cable ads	63%	64%	56%
	Debates	57%	59%	49%
	Word of mouth	39%	45%	39%
	Events and rallies	--	46%	36%
	Direct mail	31%	37%	34%
	Newspaper ads	29%	36%	27%
	Radio ads	26%	33%	27%
	Yard signs and outdoor billboards	20%	29%	23%
	Endorsements	--	24%	20%
	Bumper Stickers	--	22%	17%
Internet Media	Official candidate or political issue/cause website	51%	57%	37%
	Online news articles	--	--	37%
	E-mail from candidate or celebrity endorser	22%	28%	25%
	Social networking sites	15%	29%	24%
	Blogs	16%	26%	20%
	Online display ads	25%	34%	19%
	Webcasts	20%	26%	17%
	Viral video about a candidate	14%	16%	14%
	Twitter	--	17%	13%
	Phone	9%	13%	10%
	Text messaging or mobile alerts	5%	11%	9%

E-Voter Institute 2008- 2010 Voter Survey

Debates are popular with half of the respondents across all categories and are considered a good way to get voters attention, though they have dropped 17% in popularity over the last 3 years. It is not clear if people are really watching the debates. They may instead be watching web video clips or reports on cable or broadcast news after the debates have occurred.

- Voters who volunteer are more attracted to debates than those who do not (59% vs. 47%).
- Social network members are more attracted to debates than non-social networkers (53% vs. 42%).
- Those 55+ voters are drawn to debates more than the younger audiences by about 35%.
- Those with higher levels of education are about 30% more likely to tune into debates than those who only completed high school.

Respondents appear to be paying significantly less attention to banner and online display ads than they did in 2009 (34% to 19%). This lack of interest is perhaps a reason why voters expect a decrease in the use of online display ads as mentioned in the early section. This trend of declining interest in online ads appears more strongly amongst voters who report being active in politics.

Online Ads Getting Voters' Attention Trended by Political Activism	2008	2009	2010
Very politically active	38%	43%	25%
Occasionally active in politics	27%	38%	19%
Not engaged in politics (other than voting)	19%	27%	16%

E-Voter Institute 2008- 2010 Voter Survey

Keeping Voters' Attention

When it comes to keeping voters' attention and helping them stay informed, internet initiatives are just as important as non-internet methods. A view of how women see web tools reveals differences by age, where the youngest women show the strongest preference for social networks.

Media to Keep Voters' Attention	2010
Non-Internet communications*	85%
Internet communications**	82%

*Non-Internet includes: TV ads, direct mail, newspaper ads, phone, radio ads, text messaging, yard signs/billboards, word of mouth, events/rallies, bumper stickers, endorsements
**Internet includes: online display ads, e-mail, social networks, candidate websites, viral video, webcasts, blogs, twitter, online news articles, comments on online new articles, online search
E-Voter Institute 2010 Voter Survey

2010 - Media to Keep Attention of Women by Age
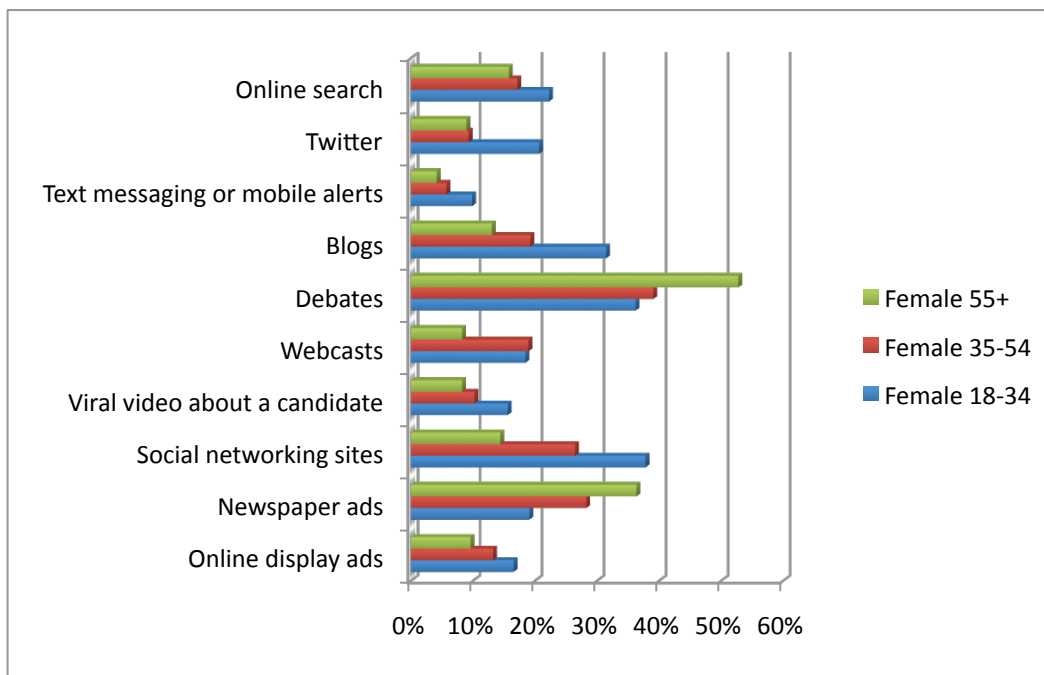
E-Voter Institute 2010 Voter Survey

While some of the traditional tools (television ads, direct mail, and word of mouth) and debates successfully capture voters' attention, they are less likely to keep voters engaged. At the same time, the best internet communications tools for getting voters' attention appear to succeed at keeping their attention as well.

2010 - Media to Get vs. Keep Voters' Attention in Total	2010 Total	
	Get Attention	Keep Attention
Television or cable ads	56%	46%
Debates	49%	39%
Word of mouth	39%	31%
Events and rallies	36%	31%
Direct mail	34%	30%
Yard signs and outdoor billboards	23%	12%
Bumper Stickers	17%	10%
Newspaper ads	27%	24%
Radio ads	27%	23%
Endorsements	20%	17%
Phone	10%	10%
Official candidate or political issue/ cause website	37%	40%
Online news articles	37%	35%
E-mail from candidate or celebrity endorser	25%	28%
Social networking sites	24%	27%
Blogs	20%	22%
Webcasts	17%	18%
Twitter	13%	14%
Text messaging or mobile alerts	9%	8%
Online display ads	19%	14%
Viral video about a candidate	14%	12%
Comments on online news articles	--	19%
Online search	--	18%

E-Voter Institute 2010 Voter Survey

Looking across age groups, candidate websites attract more interest as the campaign continues.

2010 - Media to Get vs. Keep Voters' Attention by Age	18-34 years old		35-54 years old		55+ years old	
	Get Attention	Keep Attention	Get Attention	Keep Attention	Get Attention	Keep Attention
Television or cable ads	51%	39%	57%	50%	63%	52%
Debates	44%	36%	47%	38%	62%	51%
Word of mouth	47%	35%	35%	28%	32%	26%
Events and rallies	35%	30%	36%	31%	35%	35%
Direct mail	32%	26%	32%	29%	41%	41%
Yard signs and outdoor billboards	24%	14%	23%	12%	23%	11%
Bumper Stickers	21%	12%	15%	10%	13%	8%
Newspaper ads	21%	20%	28%	24%	35%	32%
Radio ads	26%	22%	28%	24%	28%	22%
Endorsements	22%	15%	20%	17%	17%	19%
Phone	10%	9%	11%	10%	8%	9%
Official candidate or political issue/cause website	36%	39%	38%	41%	38%	41%
Online news articles	38%	35%	34%	32%	39%	38%
E-mail from candidate or celebrity endorser	24%	26%	25%	27%	29%	32%
Social networking sites	33%	35%	20%	24%	15%	13%
Blogs	26%	29%	18%	19%	13%	13%
Webcasts	18%	20%	18%	19%	14%	11%
Twitter	17%	19%	12%	12%	6%	7%
Text messaging or mobile alerts	11%	11%	8%	7%	4%	6%
Online display ads	23%	18%	18%	12%	15%	12%
Viral video about a candidate	19%	15%	12%	10%	7%	8%
Comments on online news articles	--	17%	--	20%	--	22%
Online search	--	24%	--	16%	--	12%

E-Voter Institute 2010 Voter Survey

Looking at social network members, particularly those who are the most active, we see higher interest for online means of communications from candidates and causes.

2010 - Media to Get vs. Keep Voters' Attention by Social Network Membership	Social Network Members	
	Get Attention	Keep Attention
Television or cable ads	58%	46%
Debates	53%	41%
Word of mouth	42%	33%
Events and rallies	40%	34%
Direct mail	34%	30%
Yard signs and outdoor billboards	26%	14%
Bumper Stickers	18%	10%
Newspaper ads	26%	25%
Radio ads	28%	23%
Endorsements	22%	19%
Phone	9%	9%
Official candidate or political issue/cause website	44%	46%
Online news articles	41%	38%
E-mail from candidate or celebrity endorser	26%	31%
Social networking sites	33%	36%
Blogs	24%	26%
Webcasts	20%	21%
Twitter	14%	17%
Text messaging or mobile alerts	9%	9%
Online display ads	22%	15%
Viral video about a candidate	17%	15%
Comments on online news articles	--	21%
Online search	--	20%

E-Voter Institute 2010 Voter Survey

2010 - Media to Get vs. Keep Voters' Attention by Social Media Usage	Get Attention		Keep Attention	
	Avid Social Networkers	Casual Social Networkers	Avid Social Networkers	Casual Social Networkers
Television or cable ads	55%	59%	40%	48%
Direct mail	38%	33%	32%	29%
Online display ads	34%	19%	19%	14%
E-mail from candidate or celebrity endorser	35%	23%	38%	29%
Newspaper ads	35%	24%	28%	24%
Social networking sites	47%	28%	52%	32%
Phone	14%	8%	16%	6%
Official candidate or political issue/cause website	53%	42%	53%	44%
Viral video about a candidate	33%	13%	26%	11%
Radio ads	35%	26%	29%	21%
Webcasts	33%	16%	33%	17%
Debates	60%	51%	46%	40%
Blogs	40%	19%	40%	22%
Text messaging or mobile alerts	19%	6%	16%	7%
Yard signs and outdoor billboards	29%	26%	18%	13%
Word of mouth	42%	42%	35%	33%
Events and rallies	50%	37%	38%	33%
Bumper Stickers	25%	16%	16%	9%
Endorsements	31%	19%	25%	17%
Twitter	39%	6%	42%	9%
Online news articles	50%	38%	45%	36%
Comments on online news articles	--	--	28%	19%
Online search	--	--	30%	17%

E-Voter Institute 2010 Voter Survey

It is noteworthy that Power Users say that traditional media becomes less effective over time to keep their attention, though interest in direct mail and phones remain constant. E-mail, blogs and Twitter are slightly more likely to keep them informed once Power Users become engaged with a campaign.

2010 - Media to Get vs. Keep Voters' Attention by Online Technology Usage	Power Users	
	Get Attention	Keep Attention
Television or cable ads	49%	37%
Debates	46%	35%
Word of mouth	38%	30%
Events and rallies	34%	29%
Direct mail	27%	27%
Yard signs and outdoor billboards	20%	12%
Bumper Stickers	19%	13%
Newspaper ads	25%	20%
Radio ads	24%	22%
Endorsements	21%	15%
Phone	12%	12%
Official candidate or political issue/cause website	41%	39%
Online news articles	41%	35%
E-mail from candidate or celebrity endorser	27%	29%
Social networking sites	33%	33%
Blogs	31%	33%
Webcasts	24%	22%
Twitter	21%	22%
Text messaging or mobile alerts	11%	11%
Online display ads	25%	18%
Viral video about a candidate	22%	19%
Comments on online news articles	--	19%
Online search	--	21%

E-Voter Institute 2010 Voter Survey

3.2 How Voters Make Their Decisions

In 2010, debates remain the most influential source of information for voters with a third of the respondents noting their importance. Debates appear to be significant to a candidate's promotion; not only are they a strong influence, but they are also among the top media that gets voters' attention.

2010 – Influencers of Voting Decision in Total	2010
Debates	33%
TV/Cable news reports and commentators	14%
Websites	7%
TV/Cable advertisements	7%
Newspaper editorials	6%
Recommendations from my political party	6%
Who my family votes for	5%
Friends	5%
E-mail	3%
Direct mail	2%
Endorsements	2%
Online advertising	2%
Phone calls from campaign volunteers	1%

E-Voter Institute 2010 Voter Survey

Those who are influenced most by debates in 2010 are voters who are occasionally active in politics (38%) rather than those very active (25%) or not engaged (31%).

Social network members are more likely to be influenced to vote for a candidate by debates than non-members (36% vs. 28%). At the same time, age does not seem to matter when it comes to how influential debates can be.

Two out of five Independents rely on debates for voting decisions compared to 29% of Republicans and one-third of Democrats.

Those who intend to vote in the 2010 general election appear to be influenced in the same way as those who do not plan to vote with one exception: friends seem to more strongly influence unlikely and non-voters. **Is this an opportunity to use online social media to get the most active to influence their friends to vote?**

2010 – Influencers of Voting Decision by Intent to Vote in 2010	Will Vote	Not sure/Will Not Vote
Debates	33%	32%
TV/Cable news reports and commentators	14%	14%
Websites	7%	7%
TV/Cable advertisements	6%	9%
Newspaper editorials	6%	4%
Recommendations from my political party	6%	5%
Who my family votes for	5%	7%
Friends	5%	8%
E-mail	3%	3%
Direct mail	2%	3%
Endorsements	2%	1%
Online advertising	2%	0%
Phone calls from campaign volunteers	1%	0%

E-Voter Institute 2010 Voter Survey

Both Avid and Casual Social Networkers claim similar influences with regard to their decision about who to vote for with the notable exception of the impact of online ads for the Avid Social Networkers.

2010 – Influencers of Voting Decision by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Debates	36%	36%
TV/Cable news reports and commentators	15%	12%
Websites	9%	7%
Recommendations from my political party	7%	6%
Who my family votes for	6%	6%
Online advertising	5%	1%
TV/Cable advertisements	5%	6%
Friends	4%	4%
Newspaper editorials	3%	4%
E-mail	3%	1%
Direct mail	2%	2%
Endorsements	2%	2%
Phone calls from campaign volunteers	0%	0%

E-Voter Institute 2010 Voter Survey

3.3 No Longer a One Day Sale

In this mid-term election year of 2010, we see a modest increase in dedicated voters from 2009 with the shift coming from infrequent voters in years past.

Voting Frequency Trended
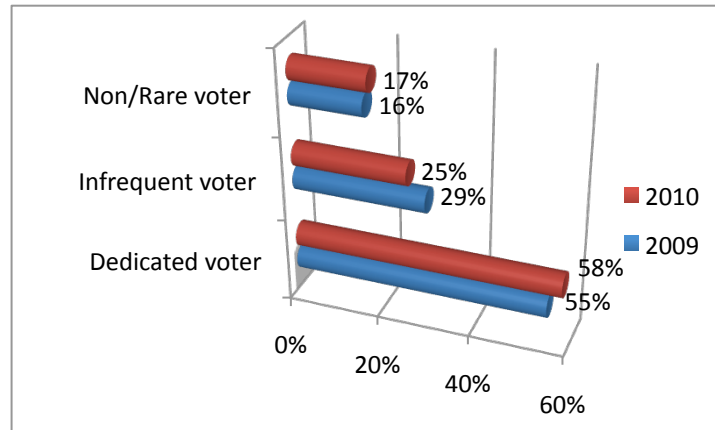
E-Voter Institute 2010 Voter Survey

Most interesting are those who volunteer or donate money to campaigns, as they seem to be more likely to be dedicated voters (74% vs. 53%).   As expected, those 35 and older are more likely to be dedicated voters than the 18-34 group.

2010 - Voting Frequency by Age	18-34 year olds	35-54 year olds	55+ year olds
Dedicated voter	43%	66%	74%
Infrequent voter	32%	21%	19%
Non/Rare voter	24%	14%	8%

E-Voter Institute 2010 Voter Survey

People in the big middle are less likely than the very liberal and very conservative voters to be dedicated voters.

2010 - Voting Frequency by Ideology	Very Liberal	Middle	Very Conservative
Dedicated voter	66%	55%	71%
Infrequent voter	21%	27%	17%
Non/Rare voter	12%	18%	12%

E-Voter Institute 2010 Voter Survey

There is no difference in voting frequency between Avid and Casual Social Networkers – they are just as likely to be dedicated voters.

2010 - Voting Frequency by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Dedicated voter	60%	59%
Infrequent voter	26%	22%
Non/Rare voter	13%	19%

E-Voter Institute 2010 Voter Survey

Two thirds of the voters in our 2010 sample voted in the November 2008 general election, with 17% voting early.

2010 Reported Voting Behavior in November 2008	2010
Voted at the poll on election day	66%
Voted by mail or early voting	17%
Did not vote	17%

E-Voter Institute 2010 Voter Survey

In 2008, infrequent voters were as likely as dedicated voters to vote early (23% and 20%, respectively).   Volunteers were more likely to vote early than non-volunteers (24% vs. 16%).

Also in 2008, the 55+ group displayed a 34% greater incidence of voting early than the 18-54 year olds. Nearly a quarter of the 18-34 year old respondents did not vote in 2008 – three times the number of those over 55.

2010 Reported Voting Behavior in November 2008 by Age	18-34 year olds	35-54 year olds	55+ year olds
Voted at the poll on election day	59%	70%	71%
Voted by mail or early voting	17%	16%	22%
Did not vote	24%	14%	8%

E-Voter Institute 2010 Voter Survey

Those with at least some higher education were twice as likely to vote early as those who only completed high school.

Avid and casual social networkers show only slight differences in the timing of their vote; they were just about as likely to vote early.

2010 Reported Voting Behavior in November 2008 by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Voted at the poll on election day	66%	64%
Voted by mail or early voting	20%	17%
Did not vote	13%	19%

E-Voter Institute 2010 Voter Survey

Nearly two out of three voters in our sample plan to vote in the November 2010 general election at the poll. The most likely to vote early are those in the over 55 group, though 70% of them plan to go to the poll on Election Day.

The largest group of uncertain voters in 2010 is the 18-34 demographic. Hopefully some of the findings in this study will help campaigns reach this group and all age groups to encourage them to contribute, engage with the campaign, and vote.

2010 Reported Intent to Vote in 2010 Election in Total & by Age	2010 Total	18-34 year olds	35-54 year olds	55+ year olds
Will vote in the 2010 November Election at the voting poll	64%	57%	69%	70%
Will vote in the 2010 November Election by mail or early voting	18%	17%	17%	21%
Will not vote in the 2010 November Election	4%	5%	3%	2%
Not sure if will vote in the 2010 November Election	14%	21%	11%	7%

E-Voter Institute 2010 Voter Survey

4.0 Seven Conclusions

1. Customization, direct participation, and on-demand services are some of the defining characteristics of our consumer society. These expectations have migrated to the political and advocacy worlds where contributors are most inspired to help a candidate reach a fundraising goal, turning the process into a variation of an online game. Is the interest in debates a result of increased expectations created by televised talent contests where voters see contestants in head-to-head competitions?

2. Those most active in online social media networks are paying more attention to political issues than the rest of the web users. Campaigns need to pay attention to them and provide more content and behind-the-scenes access to fuel the dialogue and encourage spreading their support for a candidate or cause.

3. Age and gender matter when it comes to using web tools, but not as much as expected. Necessity drives web use for such things as purchases, research, and communicating with friends and family. The younger demographic, however, is looking for online activities that could enhance a campaign's ability to get a message out. Perhaps it will take younger candidates to fully tap into the potential for persuading, mobilizing, and getting out the vote using social media and other emerging online and mobile apps and utilities. Maybe female candidates will tap into more of the fashion sense of women supporters and find more compelling items to sell in order to raise funds.

4. Short attention spans and multiple screens mean that messages need to take several forms. Candidate television ads must be posted on the web in multiple locations, along with shorter and longer format messages that tell the story of the candidate and encourage feedback and sharing. Considering that digital capture devices are so prevalent and video trackers gaining proficiency, encouraging the uploading of images and video will engage more potential supporters.

5. The campaign media mix needs to be reconsidered. Traditional media is not as effective for maintaining relationships with candidates as online methods, regardless of how voters use the web. In an environment where engagement and the viral success of a web video are increasingly important, this is a critical dimension for political consultants to consider. Repetitive television commercials are good for getting attention, but how useful are they for continuing the dialogue and building relationships?

6. Nationalization of campaigns means more people can help spread the campaign message, send money, and participate as a volunteer. We see this with the Tea Party efforts, but the interest of voters to get involved spans the political spectrum. Politics is local and national. Geography is not a limiting factor when it comes to finding supporters for candidates up and down the ballot

7. 'Get Out the Vote' efforts need to start earlier. There are indications that voter turnout can be increased by including occasional voters in more activities both online and at events and rallies. Webcasts are an effective way to reach people in real-time as well as on their own time schedule. If people are involved, especially online, during the campaign, they are much more likely to vote.

Tell us what you think. Send a note to **Karen@e-voterinstitute.com** and follow us on Twitter at twitter.com/evoterinstitute and at http://evoterinstitute.com.

Appendix

Sample

Gender Trended	2008	2009	2010
Male	30%	29%	50%
Female	70%	71%	50%

E-Voter Institute 2008-2010 Voter Survey

Age Trended	2008	2009	2010
18-34 years old	36%	40%	39%
35-54 years old	49%	44%	41%
55+ years old	16%	16%	19%

E-Voter Institute 2008-2010 Voter Survey

Political Affiliation Trended	2008	2009	2010
Democrat	43%	40%	36%
Republican	25%	24%	31%
Independent	23%	22%	21%
Libertarian	1%	2%	1%
Not affiliated	--	--	8%
Prefer not to answer	8%	12%	2%

E-Voter Institute 2008-2010 Voter Survey

Ideology Trended	2008	2009	2010
Very liberal	12%	14%	12%
Middle	80%	76%	76%
Very conservative	9%	10%	12%

E-Voter Institute 2008-2010 Voter Survey

Social Network Membership Trended	2008	2009	2010
Member	44%	55%	61%
Non-Member	56%	45%	39%

E-Voter Institute 2008-2010 Voter Survey

Social Network Members Trended By Age	2008	2009	2010
18-34 years old	61%	67%	68%
35-54 years old	39%	51%	59%
55+ years old	19%	32%	49%

E-Voter Institute 2008-2010 Voter Survey

Social Networks Used Trended	2008	2009	2010
Facebook	55%	87%	94%
MySpace	76%	60%	29%
LinkedIn	15%	19%	20%
Twitter	5%	38%	31%

E-Voter Institute 2008-2010 Voter Survey

1.1 – Many Forms of Activism

2010 - Political Activism by Age	18-34 years old	35-54 years old	55+ years old
Very politically active	19%	23%	15%
Occasionally active in politics	46%	38%	42%
Not engaged in political activities other than voting	35%	38%	43%

E-Voter Institute 2010 Voter Survey

2010 - Participation in Political Activities in Total	2010
Signed a petition	52%
Visited a candidate's website	48%
Searched online for additional information about politics	41%
Told a friend or family to vote for a candidate or initiative	35%
Viewed online videos about candidates	33%
Read e-mail from the official campaign	32%
Read a blog about politics or candidates	29%
Sent an e-mail to a candidate or politician about your concerns	28%
Forwarded links or e-mail to friends/family about political issues	28%
Attended a political event	26%
Sent a letter to an elected official about your concerns	26%
Submitted an e-mail address in order to received candidate information	22%
Sent an e-mail or text message to a candidate or advocacy group	20%
Watched a webcast from a candidate's event	19%
Donated to a candidate or cause anywhere*	18%
-Donated to a candidate or cause that is on the ballot in my state	15%
-Donated to a candidate or cause that I am not able to vote for but wanted to support	7%
Clicked on an online political ad	18%
Participated in an online discussion about politics	18%
Volunteered for a political campaign	14%
Provided your mobile number to a campaign	7%
Uploaded a video to a campaign website	5%

*Includes to those on the ballot in the state of residence or those not able to vote for

E-Voter Institute 2010 Voter Survey

2010 - Participation in Political Activities by Political Activism	Very politically active	Occasionally active in politics	Not engaged other than voting
Visited a candidate's website	53%	60%	31%
Signed a petition	53%	57%	45%
Told a friend or family to vote for a candidate or initiative	46%	41%	22%
Searched online for additional information about politics	44%	48%	31%
Attended a political event	41%	31%	11%
Viewed online videos about candidates	40%	38%	22%
Read e-mail from the official campaign	40%	41%	18%
Sent an e-mail to a candidate or politician about your concerns	38%	34%	17%
Read a blog about politics or candidates	37%	36%	16%
Sent a letter to an elected official about your concerns	37%	32%	14%
Forwarded links or e-mail to friends/family about political issues	36%	34%	17%
Submitted an e-mail address in order to received candidate information	34%	27%	9%
Donated to a candidate or cause anywhere*	34%	19%	7%
-Donated to a candidate or cause that is on the ballot in my state	29%	16%	7%
-Donated to a candidate or cause that I am not able to vote for but wanted to support	16%	6%	2%
Sent an e-mail or text message to a candidate or advocacy group	33%	23%	9%
Watched a webcast from a candidate's event	31%	23%	9%
Participated in an online discussion about politics	31%	22%	7%
Volunteered for a political or issue campaign	30%	15%	3%
Clicked on an online political ad	28%	20%	9%
Provided your mobile number to a campaign	17%	6%	2%
Uploaded a video to a campaign website	12%	5%	2%

*Includes to those on the ballot in the state of residence or those not able to vote for
E-Voter Institute 2010 Voter Survey

2010 - Participation in Political Activities by Political Affiliation	Democrats	Republicans	Independents
Donated to a candidate or cause anywhere*	19%	17%	21%
-Donated to a candidate or cause that is on the ballot in my state	17%	15%	19%
-Donated to a candidate or cause that I am not able to vote for but wanted to support	8%	5%	9%
Submitted an e-mail address in order to received candidate information	25%	24%	21%
Searched online for additional information about politics	38%	47%	40%
Clicked on an online political ad	19%	17%	18%
Attended a political event	27%	28%	25%
Volunteered for a political or issue campaign	15%	12%	18%
Told a friend or family to vote for a candidate or initiative	34%	42%	33%
Forwarded links or e-mail to friends/family about political issues	25%	33%	29%
Participated in an online discussion about politics	19%	17%	21%
Visited a candidate's website	47%	52%	51%
Read a blog about politics or candidates	28%	30%	31%
Viewed online videos about candidates	35%	31%	36%
Sent an e-mail to a candidate or politician about your concerns	29%	32%	29%
Watched a webcast from a candidate's event	23%	16%	21%
Signed a petition	50%	56%	53%
Provided your mobile number to a campaign	9%	6%	7%
Uploaded a video to a campaign website	7%	4%	6%
Sent an e-mail or text message to a candidate or advocacy group	23%	20%	20%
Read e-mail from the official campaign	36%	33%	30%
Sent a letter to an elected official about your concerns	25%	30%	28%

*Includes to those on the ballot in the state of residence or those not able to vote for

E-Voter Institute 2010 Voter Survey

1.2 – Social Media Usage

MySpace Demographics

A higher proportion of Democrats and Independents belong to MySpace than Republicans. More liberals and moderates belong to MySpace than conservatives. A younger audience frequents MySpace as well.

2010 – MySpace Members by Political Affiliation & Ideology	Democrats	Republicans	Independents		Very liberal	Middle	Very conservative
MySpace member	34%	19%	34%		35%	31%	13%

E-Voter Institute 2010 Voter Survey

2010 – MySpace Members by Age & Education	18-34 year olds	35-54 year olds	55+ year olds		High School	Undergrad	Postgrad
MySpace member	34%	27%	19%		37%	29%	23%

E-Voter Institute 2010 Voter Survey

LinkedIn Demographics

More than twice as many males than females and those with the highest education use LinkedIn.

2010 – LinkedIn Members by Gender & Education	Males	Females		High School	Undergrad	Postgrad
LinkedIn member	28%	14%		3%	20%	39%

E-Voter Institute 2010 Voter Survey

1.3.1 - Contributors

2010 - Why Voters Donate	2010
Wanted to help the candidate or cause reach a target fund-raising goal	53%
Always contribute to favorite candidates and causes	32%
To show my support by buying t-shirt, bumper sticker, yard sign	32%
Donated because encouraged by a friend or family member	18%
To support the opposition	15%
To attend an event to see the candidate up close	15%
Community pressure	7%

E-Voter Institute 2010 Voter Survey

2010 - Why Voters Donate by Political Affiliation	Democrats	Republicans	Independents
Wanted to help the candidate or cause reach a target fund-raising goal	50%	46%	61%
Always contribute to favorite candidates and causes	43%	26%	25%
To show my support by buying t-shirt, bumper sticker, yard sign	35%	29%	32%
Donated because encouraged by a friend or family member	20%	19%	15%
To support the opposition	15%	18%	14%
To attend an event to see the candidate up close	20%	12%	13%
Community pressure	9%	5%	7%

E-Voter Institute 2010 Voter Survey

2010 - Why Voters Donate by Voting Frequency	Dedicated voters	Infrequent voters
Wanted to help the candidate or cause reach a target fund-raising goal	55%	48%
Always contribute to favorite candidates and causes	35%	21%
To show my support by buying t-shirt, bumper sticker, yard sign	35%	23%
Donated because encouraged by a friend or family member	16%	23%
To support the opposition	15%	15%
To attend an event to see the candidate up close	15%	13%
Community pressure	5%	10%

E-Voter Institute 2010 Voter Survey

2010 - Why Voters Donate by Gender	Males	Females
Wanted to help the candidate or cause reach a target fund-raising goal	53%	52%
Always contribute to favorite candidates and causes	33%	31%
To show my support by buying t-shirt, bumper sticker, yard sign	26%	41%
Donated because encouraged by a friend or family member	18%	18%
To support the opposition	13%	19%
To attend an event to see the candidate up close	18%	11%
Community pressure	8%	5%

E-Voter Institute 2010 Voter Survey

1.3.2 - Volunteering

2010 - Tasks done via Volunteers by Gender	Males	Females
Put up a yard sign or bumper sticker on car	50%	51%
Volunteered at event or campaign office	51%	50%
Sent e-mail or letters to friends and family encouraging them to get involved	47%	39%
Made phone calls on behalf of the campaign	29%	36%
Walked the neighborhood talking about candidate or cause	32%	32%
Supported the official website	30%	28%
Helped get petition signatures	32%	21%
Blogged or posted to social media page to promote the candidate or cause	21%	20%
Hosted a house party	15%	12%

E-Voter Institute 2010 Voter Survey

2010 - Interest in Volunteering in Total & by Political Activism	2010 Total	Very politically active	Occasionally active in politics	Not engaged other than voting
More interest than in the past	26%	56%	28%	8%
About the same interest	54%	33%	57%	61%
Less interest than in the past	20%	11%	16%	31%

E-Voter Institute 2010 Voter Survey

2010 - Interest in Volunteering by Ideology & Voting Frequency	Very Liberal	Middle	Very Conservative		Dedicated voters	Infrequent voters	Non/ Rare voters
More interest than in the past	44%	22%	30%		30%	21%	19%
About the same interest	45%	56%	47%		52%	57%	53%
Less interest than in the past	11%	22%	22%		17%	23%	28%

E-Voter Institute 2010 Voter Survey

2010 - Interest in Volunteering by Age	18-34 years old	35-54 years old	55+ years old
More interest than in the past	30%	25%	20%
About the same interest	55%	53%	52%
Less interest than in the past	16%	22%	28%

E-Voter Institute 2010 Voter Survey

2.1 – Voter Expectations

2010 - Voter's Expectation For Candidates' Use of the Internet by Political Affiliation	Democrats	Republicans	Independents
Official website	78%	84%	83%
Fund raising	60%	62%	64%
E-mail	72%	62%	68%
Online display ads	50%	49%	49%
Webcasts of events	54%	56%	61%
Blogs and podcasts	52%	54%	57%
Television ads on the official website	66%	68%	68%
Campaign web video on other sites	55%	55%	55%
Participate in social networking sites	53%	49%	50%
Twitter	44%	40%	43%

E-Voter Institute 2010 Voter Survey

2010 - Voter's Expectation For Candidates' Use of the Internet by Political Activism	Very politically active	Occasionally active in politics	Not engaged other than voting
Official website	75%	84%	82%
Fund raising	63%	62%	58%
E-mail	78%	68%	58%
Online display ads	54%	50%	47%
Webcasts of events	55%	58%	54%
Blogs and podcasts	60%	56%	49%
Television ads on the official website	69%	66%	64%
Campaign web video on other sites	54%	57%	51%
Participate in social networking sites	53%	53%	46%
Twitter	48%	45%	34%

E-Voter Institute 2010 Voter Survey

2010 - Voter's Expectation For Candidates' Use of the Internet by Gender	Males	Females
Official website	79%	84%
Fund raising	61%	60%
E-mail	68%	64%
Online display ads	50%	49%
Webcasts of events	55%	57%
Blogs and podcasts	52%	56%
Television ads on the official website	66%	66%
Campaign web video on other sites	55%	54%
Participate in social networking sites	49%	51%
Twitter	43%	40%

E-Voter Institute 2010 Voter Survey

2.2 – Where voters go for news and current events

2010 - Among Top-3 Sources for News & Current Events in Total	2010
Local television	40%
Newspapers	34%
Cable television	32%
News-related websites	30%
Network television	29%
Portal sites like Yahoo, AOL, MSN	22%
Radio	19%
Friends and family	18%
E-mail	10%
Search engines	10%
Online social networks	10%
Debates	9%
Candidate commercials	7%
Magazines	6%
Blogs	6%
People from work	5%
Twitter	4%
Web video sites	4%
Books	2%

E-Voter Institute 2010 Voter Survey

2.3.1 – General Information Sites

2010 - Sites Voters Rely On For General Information by Gender & Age	18-34 years old	35-54 years old	55+ years old
Local newspaper sites	32%	42%	41%
National newspaper sites	30%	27%	28%
Local television or radio sponsored sites	27%	36%	40%
Broadcast television based sites	21%	22%	24%
Cable news sites	28%	38%	45%
Sports-related sites	21%	17%	16%
Travel-related sites	13%	14%	14%
Financial-related sites	18%	18%	18%
Health care sites	19%	21%	28%
Educational sites	18%	13%	12%
Search engines	50%	45%	45%
Portal sites like Yahoo, AOL, MSN	46%	46%	45%
Entertainment and fashion sites	20%	16%	7%
Music sites	16%	8%	7%
Social networks	46%	29%	17%
Blogs	27%	17%	11%
Weather-related sites	29%	31%	35%

E-Voter Institute 2010 Voter Survey

2010 - Sites Voters Rely On For General Information by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Local newspaper sites	47%	38%
National newspaper sites	48%	30%
Local television or radio sponsored sites	41%	32%
Broadcast television based sites	37%	23%
Cable news sites	48%	34%
Sports-related sites	24%	19%
Travel-related sites	24%	13%
Financial-related sites	27%	18%
Health care sites	28%	21%
Educational sites	25%	15%
Search engines	57%	50%
Portal sites like Yahoo, AOL, MSN	52%	50%
Entertainment and fashion sites	30%	16%
Music sites	24%	9%
Social networks	65%	44%
Blogs	45%	20%
Weather-related sites	36%	33%

E-Voter Institute 2010 Voter Survey

2.3.2 – What people generally do on the web

2010 - Participation in Online Activities in Total	2010
Use e-mail	87%
Pay bills online	70%
Make online purchases of consumer goods, travel or subscriptions	67%
Social network member	61%
Participate in product research prior to offline or online purchase	59%
Read newspapers or magazines online	59%
Forward links and e-mail to friends/family	56%
Search for or use online coupon site	55%
Check movie listings	52%
Play online games	47%
Download video, images and/or audio	45%
Watch web video other than TV shows	41%
Post/research online classifieds (jobs, for sales, etc.)	40%
Listen to online radio	39%
Watch your favorite TV show online	39%
Post ratings or comments online	38%
Send electronic greetings/invites	37%
Upload video, images and/or audio	34%
Post to other blogs	25%
Use Twitter	22%
Download mobile applications	22%
Subscribe to RSS feeds	18%
Maintain a blog or your own website	16%

E-Voter Institute 2010 Voter Survey

2010 - Participation in Online Activities by Voting Frequency	Dedicated Voters	Infrequent Voters	Non/Rare Voters
Use e-mail	89%	87%	85%
Pay bills online	73%	70%	59%
Make online purchases of consumer goods, travel or subscriptions	70%	66%	58%
Social network member	61%	56%	64%
Participate in product research prior to offline or online purchase	65%	53%	47%
Read newspapers or magazines online	63%	56%	51%
Forward links and e-mail to friends/family	61%	52%	43%
Search for or use online coupon site	56%	60%	46%
Check movie listings	53%	50%	50%
Play online games	47%	47%	46%
Download video, images and/or audio	46%	42%	44%
Watch web video other than TV shows	43%	39%	37%
Post/research online classifieds (jobs, for sales, etc.)	41%	37%	42%
Listen to online radio	40%	38%	40%
Watch your favorite TV show online	37%	44%	37%
Post ratings or comments online	40%	35%	33%
Send electronic greetings/invites	43%	31%	25%
Upload video, images and/or audio	34%	36%	34%
Post to other blogs	28%	23%	19%
Use Twitter	23%	24%	16%
Download mobile applications	23%	22%	19%
Subscribe to RSS feeds	19%	20%	9%
Visit chat rooms	18%	14%	14%
Maintain a blog or your own website	17%	18%	12%
Use online dating with a paid service	8%	7%	4%

E-Voter Institute 2010 Voter Survey

2010 - Participation in Online Activities by Social Media Usage	Avid Social Networkers	Casual Social Networkers
Use e-mail	95%	93%
Maintain a blog or your own website	48%	15%
Post to other blogs	61%	27%
Post ratings or comments online	72%	44%
Subscribe to RSS feeds	41%	19%
Download video, images and/or audio	77%	51%
Upload video, images and/or audio	68%	41%
Listen to online radio	65%	41%
Forward links and e-mail to friends/family	76%	64%
Play online games	65%	52%
Make online purchases of consumer goods, travel or subscriptions	83%	75%
Use Twitter	87%	14%
Read newspapers or magazines online	83%	64%
Use online dating with a paid service	18%	6%
Visit chat rooms	39%	15%
Pay bills online	87%	73%
Participate in product research prior to offline or online purchase	76%	68%
Check movie listings	74%	57%
Search for or use online coupon site	77%	59%
Post/research online classifieds (jobs, for sales, etc.)	67%	44%
Watch your favorite TV show online	70%	41%
Watch web video other than TV shows	75%	44%
Send electronic greetings/invites	59%	41%
Download mobile applications	52%	20%

E-Voter Institute 2010 Voter Survey

2010 - Participation in Online Activities by Age	18-34 year olds	35-54 year olds	55+ year olds
Use e-mail	84%	88%	95%
Pay bills online	70%	72%	65%
Make online purchases of consumer goods, travel or subscriptions	63%	66%	75%
Social network member	68%	59%	49%
Participate in product research prior to offline or online purchase	52%	63%	66%
Read newspapers or magazines online	59%	58%	62%
Forward links and e-mail to friends/family	52%	57%	62%
Search for or use online coupon site	57%	56%	52%
Check movie listings	59%	51%	38%
Play online games	51%	45%	42%
Download video, images and/or audio	53%	42%	33%
Watch web video other than TV shows	49%	38%	30%
Post/research online classifieds (jobs, for sales, etc.)	45%	42%	26%
Listen to online radio	47%	37%	30%
Watch your favorite TV show online	54%	33%	21%
Post ratings or comments online	42%	37%	31%
Send electronic greetings/invites	32%	40%	39%
Upload video, images and/or audio	44%	32%	21%
Post to other blogs	31%	24%	17%
Use Twitter	30%	19%	12%
Download mobile applications	29%	21%	9%
Subscribe to RSS feeds	23%	16%	10%
Visit chat rooms	19%	16%	12%
Maintain a blog or your own website	23%	13%	9%
Use online dating with a paid service	8%	8%	4%

E-Voter Institute 2010 Voter Survey