Post-Election Tracking Survey 2010

Data for November 3–24, 2010

Final Topline   11/30/10

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project

Sample: n= 2,257 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 11.03.10 – 11.24.10

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,257]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,628]
Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,918]
Margin of error is plus or minus 3 percentage points for results based on registered voters [n=1,833]
Margin of error is plus or minus 3 percentage points for results based on online political users [n=1,167]

Q20 Thinking about what you may have done on social networking sites like Facebook and MySpace related to the November elections, did you happen to... [INSERT ITEM; RANDOMIZE]?[1]

Based on SNS users

		YES	NO	DON'T KNOW	REFUSED
a.	Get any campaign or candidate information on social networking sites[2]				
	Current [N=925]	14	85	*	0
	November 2008 [N=440]	23	77	1	0
	May 2008 [N=409]	22	78	*	--
	Pew January 2008[3][4] [N=253]	33	68	0	--
b.	Discover on a social networking site which candidates your friends voted for this year[5]				
	Current	18	82	1	0
	November 2008	41	58	*	0

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[1] For November 2008 and May 2008, question wording was: "Thinking about what you have done on social networking sites like Facebook and MySpace, have you… [INSERT ITEM; ROTATE]?"

[2] For November 2008 and May 2008, item wording was: "Gotten any campaign or candidate information on the sites"

[3] Dec 2007/Jan 2008 trends based on the Pew Research Center for the People and the Press "Political Communications" survey conducted by Princeton Survey Research Associates, conducted Dec. 19, 2007 – Jan. 2, 2008 [N=1,430].

[4] For Pew Research Center's January 2008 trend, item was not asked as part of a series. Question wording was: "Have you gotten any campaign or candidate information on social networking sites like Facebook or MySpace, or not?"

[5] For November 2008, item wording was: "Discovered on the sites which Presidential candidate your friends voted for this year"

c. Sign up on a social networking site as a "friend" of a candidate, or a group involved in the campaign such as a political party or interest group[6]				
Current	11	89	*	0
November 2008	12	88	*	0
May 2008	10	90	*	--
Pew January 2008	12	88	0	--
d. Post content related to politics or the campaign on a social networking site				
Current	13	87	*	0
e. JOIN a political group, or group supporting a cause on a social networking site				
Current	10	90	*	*
f. START a political group, or group supporting a political cause on a social networking site				
Current	2	98	0	0

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[6] For November 2008 and May 2008, item wording was: "Signed up as a "friend" of any candidates on a social networking site". For Pew Research Center's January 2008 trend, item was not asked as part of a series; question wording was: "Have you signed up as a 'friend' of any candidates on a social networking site, or not?"

Q21   Thinking about what you may have done on Twitter related to the November elections, did you happen to... [INSERT ITEM; RANDOMIZE], or not?

Based on Twitter users [N=126]

		YES	NO	DON'T KNOW	REFUSED
a.	Get any campaign or candidate information on Twitter	16	84	0	0
b.	Follow a candidate, or a group involved in the campaign such as a political party or interest group on Twitter	11	89	0	0
c.	Include links to political content in your tweets	9	91	0	0
d.	Use Twitter to follow the election results as they were happening	12	88	*	0

Q22   People follow candidates or other political organizations on Twitter or social networking sites such as MySpace or Facebook for a number of reasons. Please tell me if each of the following is a MAJOR reason why you follow political candidates or organizations on Twitter or social networking sites, a MINOR reason, or not a reason at all for you. [INSERT; RANDOMIZE]... is this a MAJOR reason why you follow political candidates or organizations on Twitter or social networking sites, a MINOR reason, or not a reason at all for you?

Based on those who follow a candidate, party or interest group on SNS or Twitter [N=112]

		MAJOR REASON	MINOR REASON	NOT A REASON	DON'T KNOW	REFUSED
a.	It helps me find out about political news before other people do.	22	43	34	*	0
b.	I feel more personally connected to the political candidates or groups that I follow.	36	35	30	0	0
c.	The information I get on these sites is more reliable than the information I get from traditional news organizations.	21	32	47	0	0

Q22d   Thinking about the information that is posted to Twitter or social networking sites such as MySpace or Facebook by the political candidates or groups you follow, would you say that most of it is interesting and relevant to you, or is most of it irrelevant and uninteresting?

Based on those who follow a candidate, party or interest group on SNS or Twitter [N=112]

	CURRENT	
%	67	Mostly interesting and relevant
	32	Mostly uninteresting and irrelevant
	2	Don't know
	0	Refused

Q22e Thinking about the information posted on Twitter and social networking sites by the political candidates or groups you follow, would you say you pay attention to most of it, some of it, only a little of it, or none of it?

Based on those who follow a candidate, party or interest group on SNS or Twitter [N=112]

	CURRENT	
%	26	Most of it
	40	Some of it
	24	Only a little of it
	9	None of it
	0	Don't know
	1	Refused