

Survey questions

Vote01. How much thought have you given to the coming presidential election ... quite a lot or only a little?

Quite a lot	80%
Some (VOL)	2%
Little	16%
None	2%
Don't know	*
Refused	*

PIAL1. We are interested in what some people do as the election nears. In the past 30 days, have you encouraged anyone to vote for Barack Obama or Mitt Romney in any of the following ways?

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref</u>	Not apply (VOL)
Talking with them face-to-face	54%	45%	1%	1%	
Talking with them on the telephone	25%	73%	1%	1%	
Sending them an email	12%	86%	*	1%	1%
Sending them a text message	10%	88%	*	1%	1%
Posting on a social networking site such as Facebook or Twitter	20%	77%	*	1%	2%

PIAL2. And have any of your FAMILY MEMBERS or FRIENDS encouraged YOU to vote for Barack Obama or Mitt Romney? Again in the past 30 days, have any of your family or friends encouraged you to vote for Barack Obama or Mitt Romney by [INSERT ITEMS IN ORDER]? [IF YES: Have you been encouraged to vote for Obama, Romney, or both?]

Talking with you face-to-face	
Yes, Obama	16%
Yes, Romney	19%
Yes, both	13%
No	51%
Refused	1%

Talking with you over the telephone	
Yes, Obama	11%
Yes, Romney	12%
Yes, both	6%
No	70%
Refused	1%

Sending you an email	
Yes, Obama	7%
Yes, Romney	10%
Yes, both	5%

No	76%
Refused	1%

Sending you a text message

Yes, Obama	4%
Yes, Romney	5%
Yes, both	2%
No	87%
Refused	1%
Does not apply (VOL)	1%

Posting something on a social networking site
such as Facebook or Twitter

Yes, Obama	8%
Yes, Romney	7%
Yes, both	15%
No	67%
Don't Know/refused	2%
Does not apply (VOL)	1%

PIAL3. Even if you didn't encourage people to vote one way or the other, have you let other people know who you voted for, or who you plan to vote for, in this year's election by posting that information on a social networking site such as Facebook or Twitter?

Yes	22%
No	75%
Does not apply (VOL)	2%
Don't know	*
Refused	*

Methodology

November 2012 Omnibus Week 1

Prepared by Princeton Survey Research Associates International

November 2012

The PSRAI November 2012 Omnibus Week 1 obtained telephone interviews with a nationally representative sample of 1,011 adults living in the continental United States. Telephone interviews were conducted by landline (606) and cell phone (405, including 212 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from

November 1 to 4, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.6 percentage points.