

## Survey questions

Q.34 Now, here is a list of different ways that people can get involved in the election campaigns. So far THIS year, have you... [INSERT ITEM; RANDOMIZE ITEMS a-d], or not?

### BASED ON REGISTERED VOTERS [N=1,494]

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
a. Volunteered your time to help one of the candidates or campaigns			
Oct 15-20, 2014	5	95	0
Oct 13-18, 2010	7	93	*
Late October, 2006 <sup>1</sup>	5	95	*
b. Contributed money to any of the candidates or campaigns			
Oct 15-20, 2014	13	87	*
Oct 13-18, 2010	14	86	*
Late October, 2006 <sup>2</sup>	10	90	*
c. Attended a campaign event			
Oct 15-20, 2014	7	93	*
Oct 13-18, 2010	11	89	0
d. Used your cell phone to keep up with news related to the election or politics			
Oct 15-20, 2014	28	71	*
Nov 3-24, 2010 <sup>3</sup>	13	87	*

<sup>1</sup> In late October, 2006 question was not part of a list and was worded: "Have you, yourself, volunteered any of your time to help one of the election campaigns this fall or not?"

<sup>2</sup> In late October, 2006 question was not part of a list and was worded: "Have you, yourself, contributed money to a campaign in support of a candidate in the elections this fall, or not?"

<sup>3</sup> The Pew Research Center's Internet Project's Post-Election Tracking Survey from 2010 introduced this question as a list with the following stem: "We're interested in how people used their cell phones during the recent political campaign, in addition to talking to others on your phone. Again thinking about just your cell phone, in the months leading up to the election, did you use your cell phone to *[keep up with news related to the election or politics]*, or did you not do this?" Question in 2010 was asked of cell phone owners, results have been recalculated based on all registered voters.

**Q.34 continued...**

	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
e. Encouraged people you know to vote this fall or support a particular candidate, party, or issue			
Oct 15-20, 2014	43	56	1

Q.37 Do you currently follow any candidates for office, political parties, or elected officials on social networking sites like Facebook or Twitter?

**BASED ON REGISTERED VOTERS [N=1,494]:**

16	Yes
84	No
*	Don't know/Refused (VOL.)

Q.38 People follow political candidates or organizations on social networking sites 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 these sites, a MINOR reason, or not a reason at all for you. (First/Next) [INSERT; RANDOMIZE] [READ FOR FIRST ITEM AND AS NECESSARY: ... is this a MAJOR reason why you follow political candidates or organizations on social networking sites, a MINOR reason, or not a reason at all for you?]

**BASED ON REGISTERED VOTERS WHO FOLLOW A CANDIDATE OR GROUP ON SOCIAL NETWORKING SITE [N=223]:**

	<u>Major Reason</u>	<u>Minor Reason</u>	<u>Not a Reason</u>	<u>(VOL.) DK/Ref</u>
a. It helps me find out about political news before other people do				
Oct 15-20, 2014	41	28	30	1
Nov 3-24, 2010	22	43	34	*

Q.38 continued...

		Major	Minor	Not a	(VOL.)
		<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>DK/Ref</u>
b.	It makes me feel more personally connected to the political candidates or groups that I follow				
	Oct 15-20, 2014	35	36	28	*
	Nov 3-24, 2010	36	35	30	0
c.	The information I get on these sites is more reliable than the information I get from traditional news organizations				
	Oct 15-20, 2014	26	32	40	2
	Nov 3-24, 2010	21	32	47	0

Q.39 Thinking about the information that is posted 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 REGISTERED VOTERS WHO FOLLOW A CANDIDATE OR GROUP ON SOCIAL NETWORKING SITE [N=223]:**

	Oct 15-20 <u>2014</u>	Nov 3-24 <u>2010</u>
78	Mostly interesting and relevant	67
20	Mostly uninteresting and irrelevant	32
1	Don't know/Refused (VOL.)	2