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# Post-Election Tracking Survey 2010

Final Topline

11/30/10

Data for November 3–24, 2010

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]

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**Q10** As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone or a Blackberry or iPhone or other device that is also a cell phone <sup>1</sup>				
Current	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

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<sup>1</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

**Q14** 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 [INSERT ITEM; RANDOMIZE], or did you not do this?

Based on cell phone users [N=1,918]

	YES	NO	DON'T KNOW	REFUSED
a. Keep up with news related to the election or politics	15	85	0	*
<i>Items B and C: Based on those who text [N=1,215]</i>				
b. Send text messages related to the election campaigns to friends, family members or others	18	82	*	*
c. Contribute money by text message to a candidate running for public office, or a group involved in the campaign such as a political party or interest group	1	99	*	*
d. Share photos or videos related to the election campaigns	4	96	*	*
e. Download or use any software applications or "apps" that provide updates from a candidate or a group involved in the campaign such as a political party or interest group	2	98	0	*

**Q15** Again thinking about just your cell phone, on the day you voted, did you use your cell phone to [INSERT ITEM; RANDOMIZE], or did you not do this?

Based on cell phone users who voted in the 2010 elections [N=1,257]

	YES	NO	DON'T KNOW	REFUSED
a. Inform others that you voted	27	73	*	0
b. Let others know about conditions at your voting location, such as delays, long lines, low turnout or other problems	10	90	*	*

**Q16** And on the day of the election - that is, November 2nd - did you happen to use your cell phone to monitor the results of the election as they occurred, or did you not do this?

Based on cell phone users [N=1,918]

	CURRENT	
%	5	Yes, used cell phone to do this
	95	No, did not use cell phone to do this
	0	Don't know
	*	Refused