

TULCHIN RESEARCH

Polling & Strategic Consulting

“Campaign Tactics that Are Working Right Now – the Rise of Social Media and Smart Phones”

Presented by:

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July 22, 2010

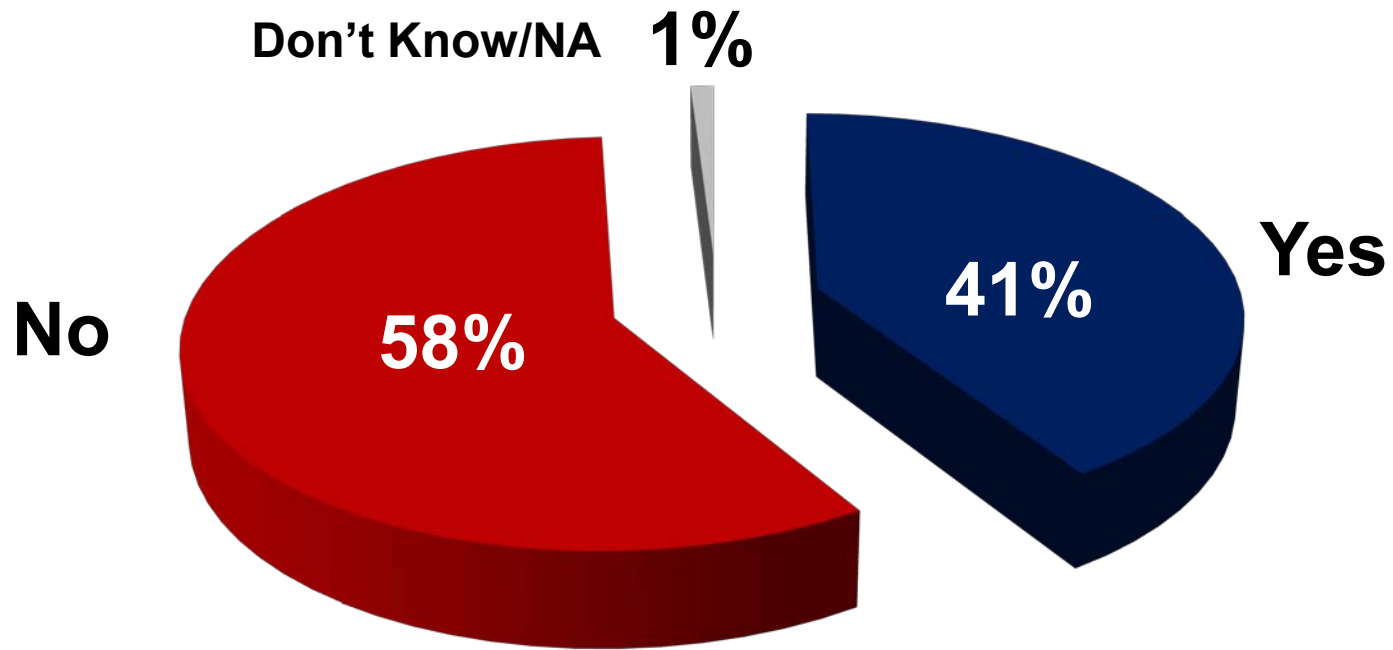


Survey Methodology

- **CALinnovates.org commissioned Tulchin Research to conduct a poll among 600 likely voters in California.**
- **Fielded January 20 - 25, 2010**
- **The margin of error is +/- 4.4 percentage points**

Facebook Use in California

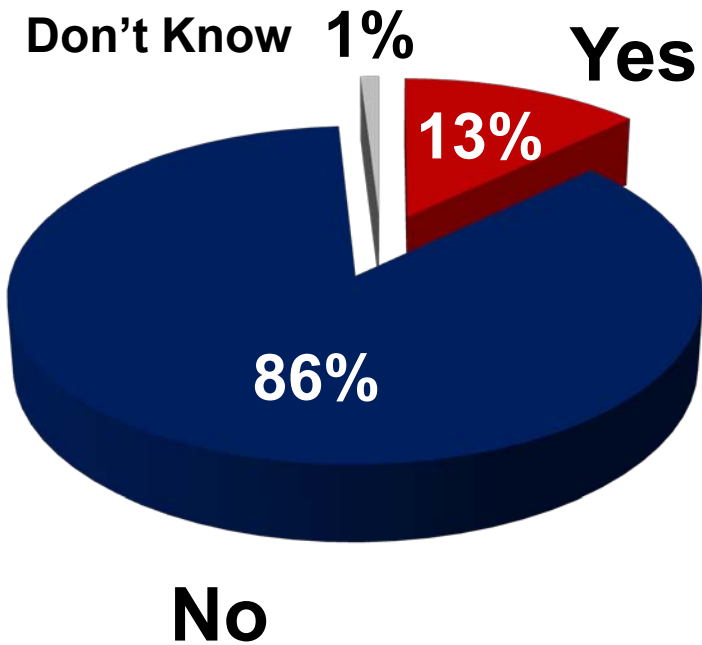
Do you use Facebook, the social media site?



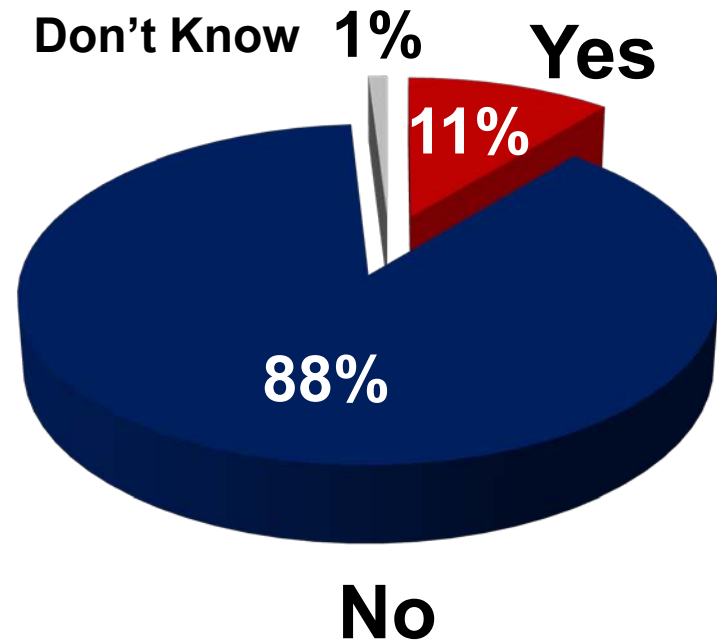
Social Media Use in California

Do you use any of the following social media websites?

MySpace

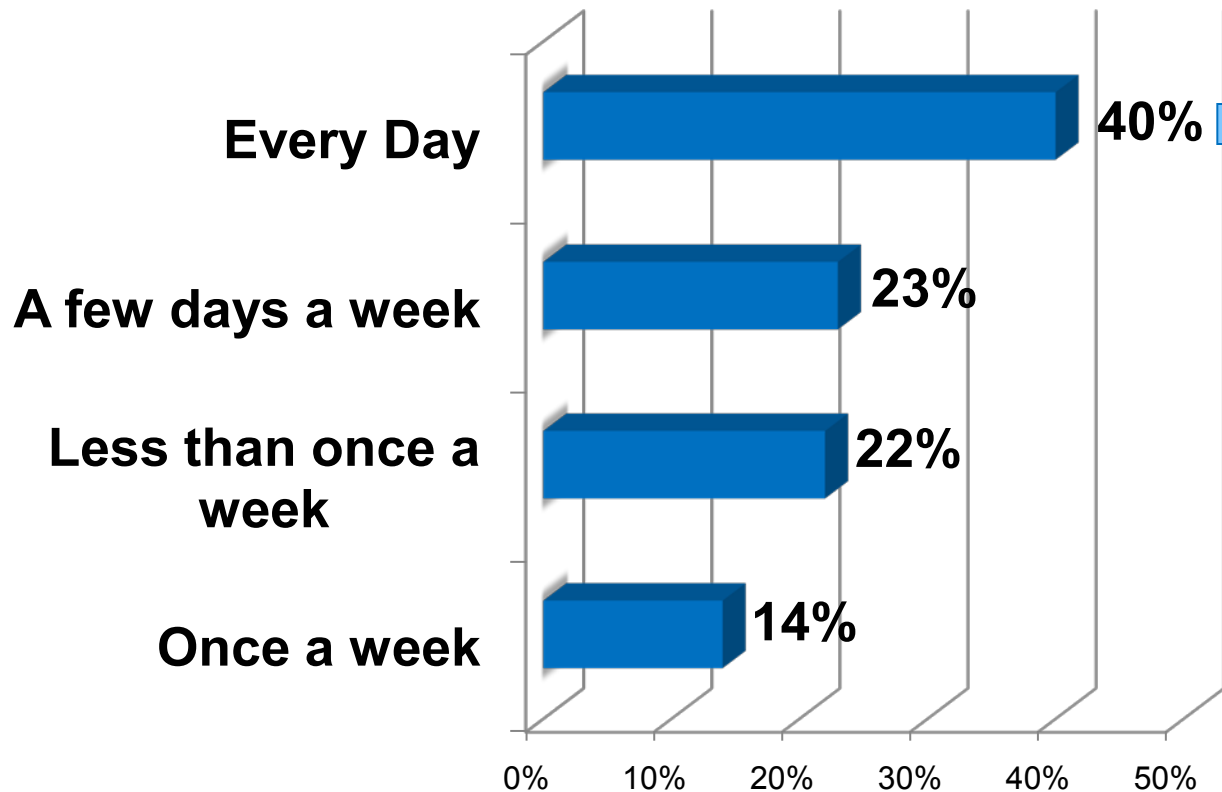


Twitter



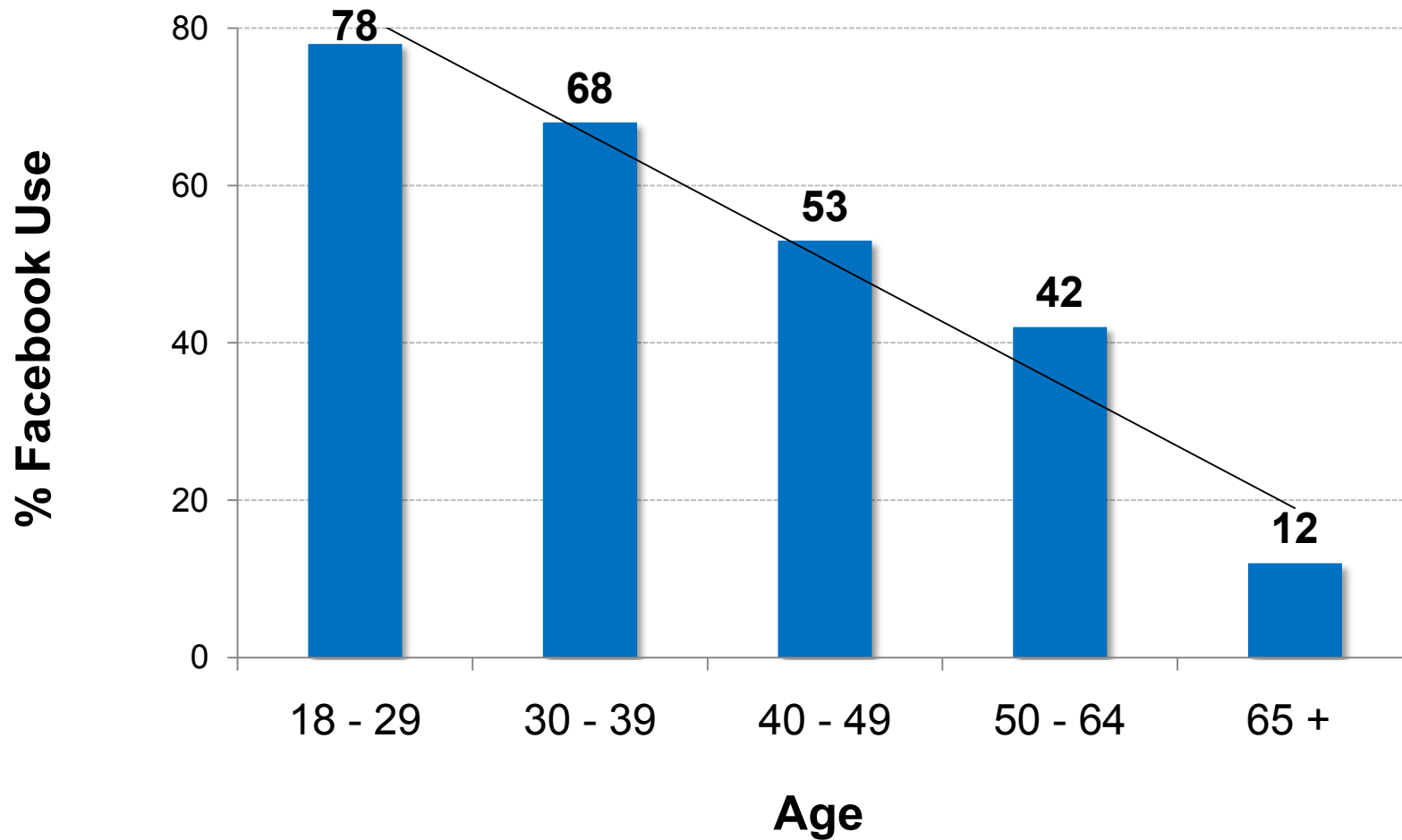
Frequency of Facebook Use

How often do you use Facebook? (Among Facebook Users)

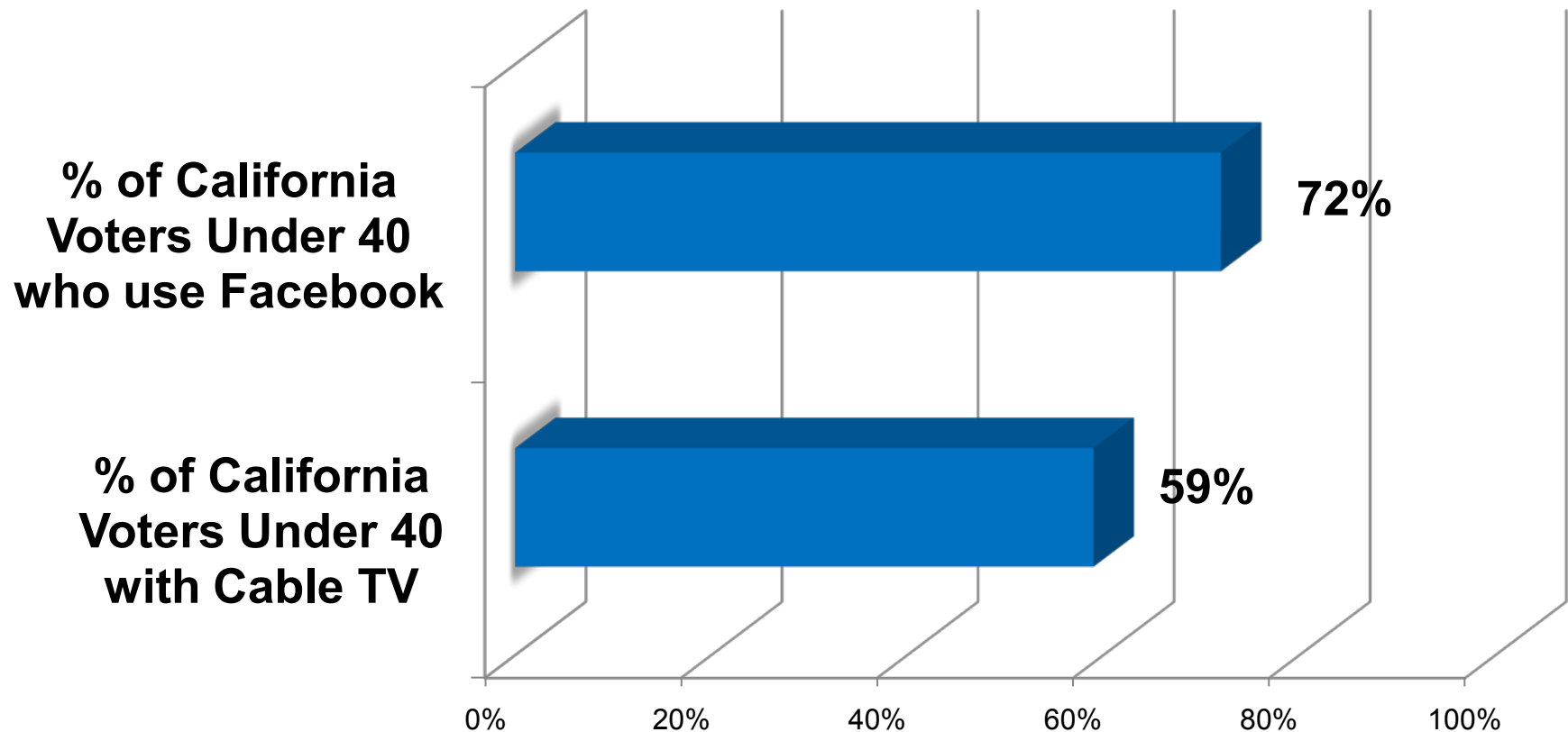


16% of all voters in California use Facebook every day

Facebook Use by Age



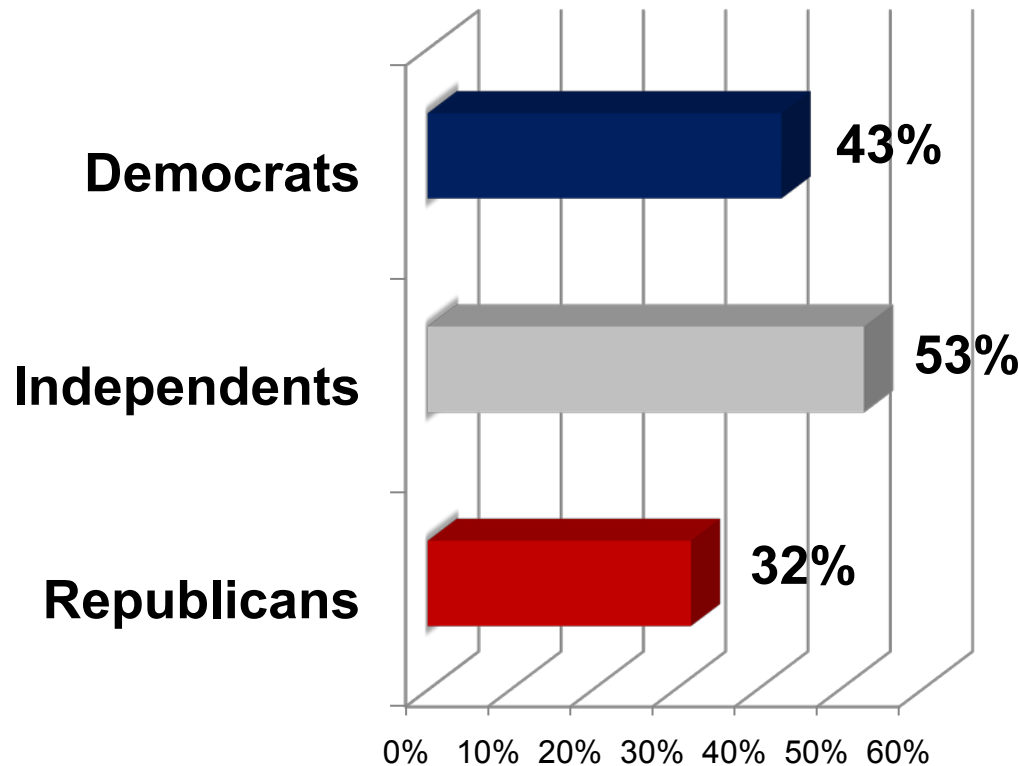
Facebook vs. Cable TV Use Among Voters Under 40 – More Voters under 40 Are on Facebook than Cable TV



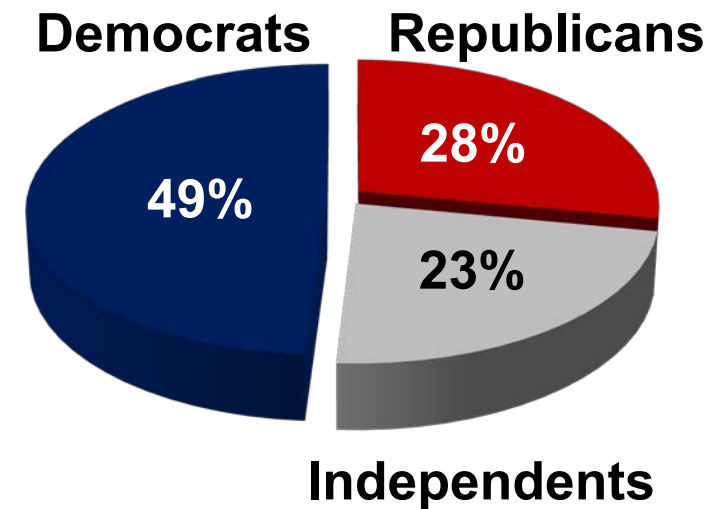
Facebook Use by Party

Use of Facebook by Party

% of voters from each party that use Facebook

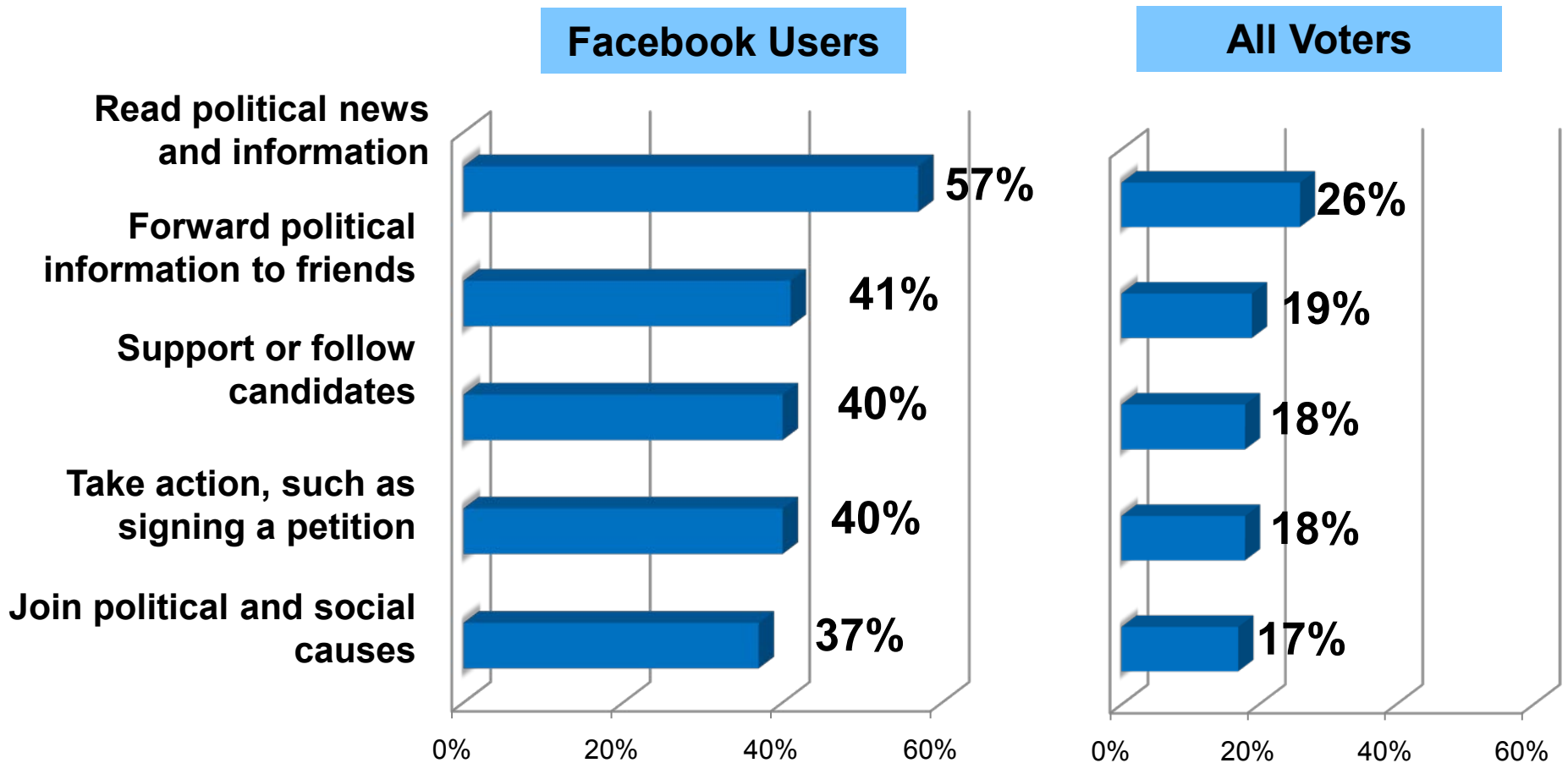


Partisan Make-up of Facebook Users



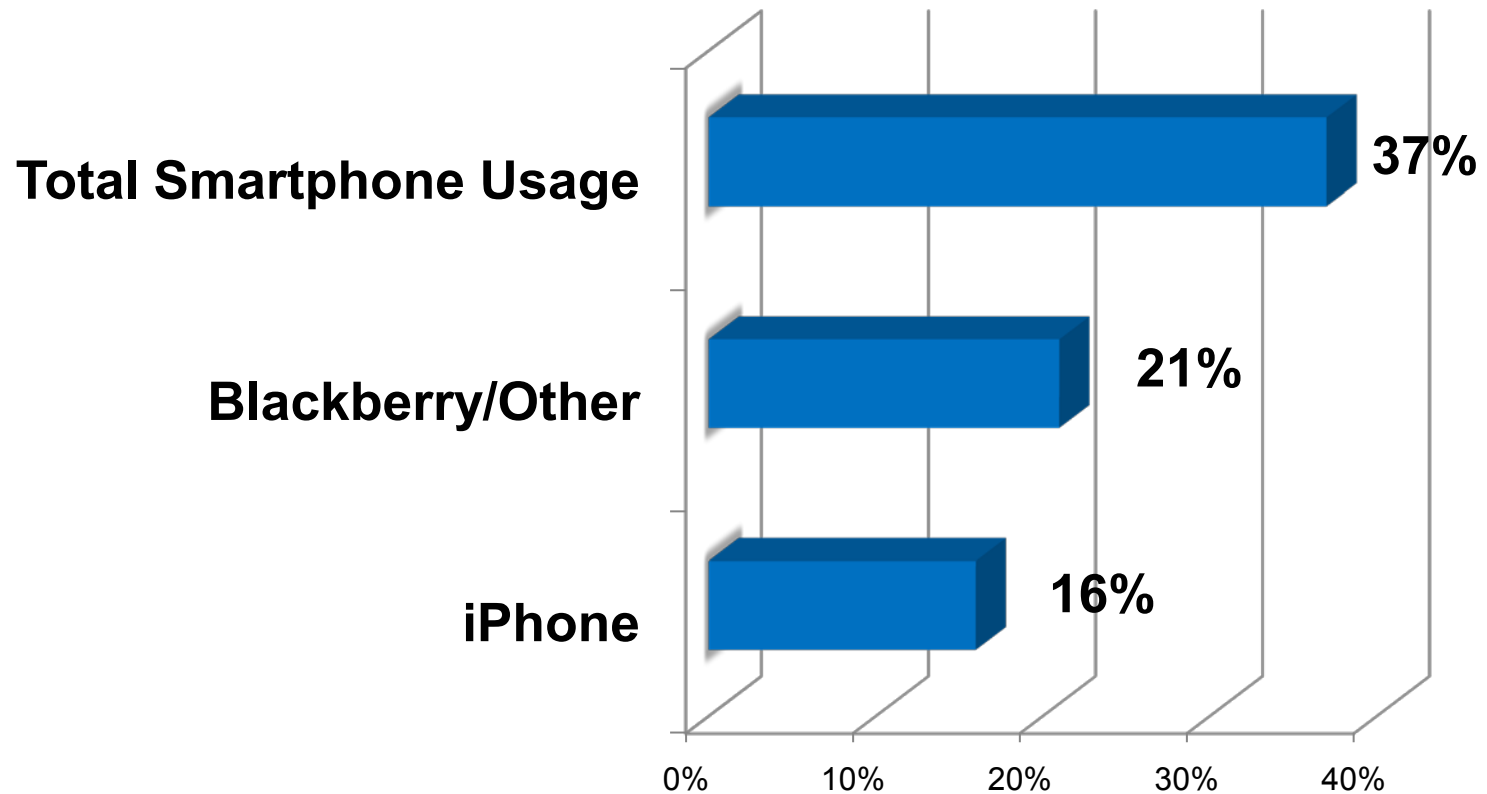
Voters Are Using Facebook and Other Social Media Websites To Engage in Politics

Do you ever use social media sites to do any of the following?



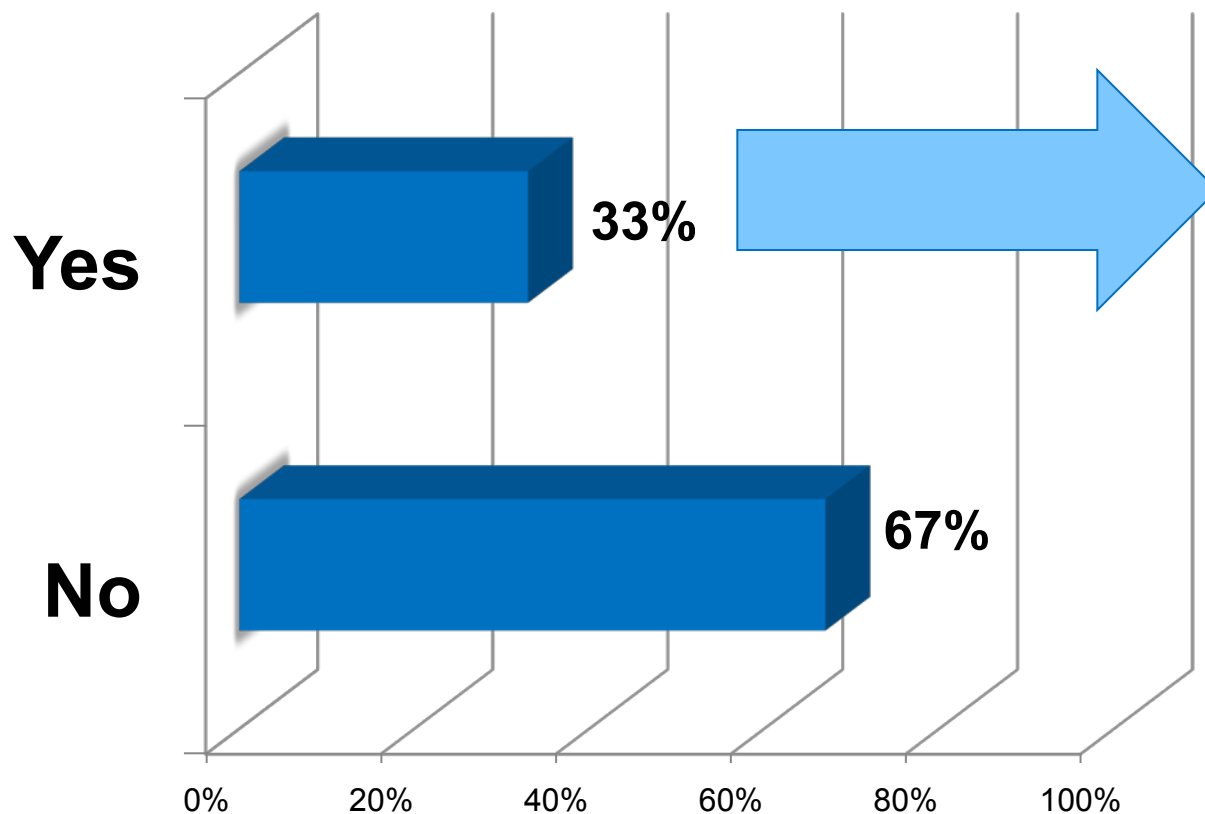
Smartphone Usage

Do you own any of the following devices or modes of communication?



Voters Use Smart Phones to Get Political Information

*Do you ever use a cell phone or smart phone to get political news and information?
(Among smart phone users)*



20% of all voters in California use smart phones to get political information

California Governor's Race Among Smart Phone Users – iPhone Users Prefer Brown; Blackberry Users Favor Whitman

I know it is a long way off, but If the election for Governor were held today, who would you vote for if the candidates were Attorney General Jerry Brown, the Democrat, or Businesswoman Meg Whitman, the Republican?

