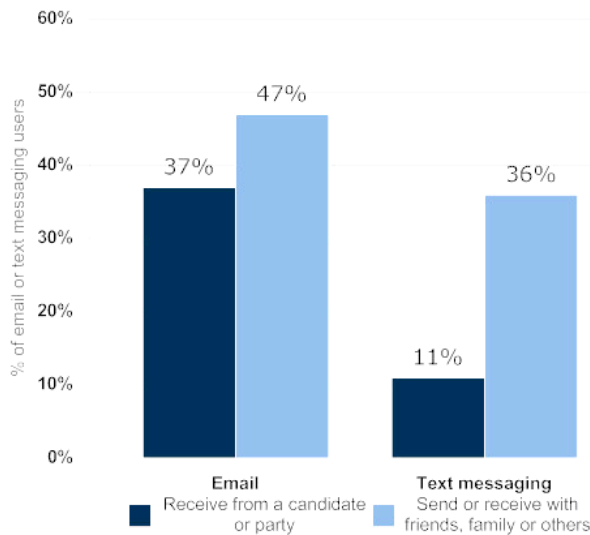


How Effective Are Text Messages & Social Networks?

Pew Internet, "The Internet's Role in Campaign 2008" (April 15, 2009)

Political communication using email and text messaging

The proportion of email and text messaging users who sent or received political communications in 2008 using these tools



Pew Internet and American Life Project Post-Election Survey, November-December 2008.



This report is based on the findings of the Post-Election survey, a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between November 20 to December 4, 2008, among a sample of 2,254 adults, 18 and older.

- ★ 39% of cell-phone owners used text messaging to communicate with others about the race
- ★ 8% of cell owners texted about the race every day during this year's campaign
- ★ One in five voters who use text messaging shared their experiences at the ballot box by text messaging their friends and family members
- ★ 6% of cell phone owners read a news story on a cell phone, and 7% did so using a Blackberry, iPhone or other smartphone
- ★ One in ten text messaging users got text messages directly from a candidate or political party
- ★ Those under age 50 are far more likely to eschew traditional print media and obtain their news online or using a mobile device

How voters communicated about campaign 2008

The % of all adults who sent or received political communications in 2008 using

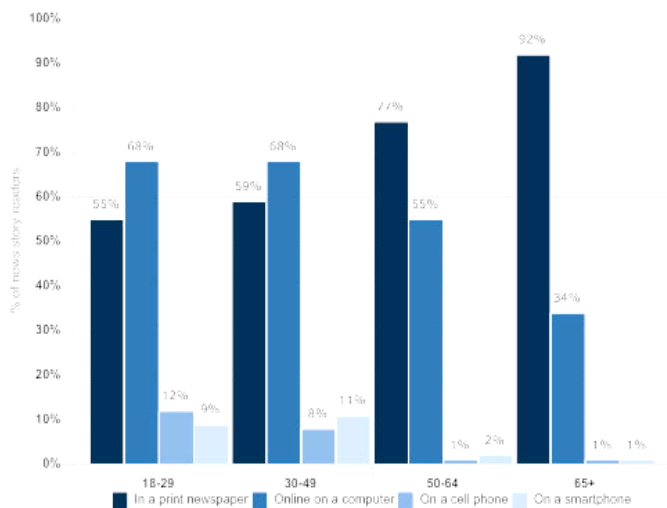
	Ever	Daily
Mail	69%	17%
Email	40	12
Text messaging	15	3
Instant messaging	10	2
Twitter	1	

Source: Pew Internet & American Life Project Post-Election Survey, November-December 2008. Margin of error is +/-2% based on all adults (n=2,254).



Younger generations frequently turn to their computer or mobile device for news content

Among those who read a story from a news organization the previous day



Pew Internet and American Life Project Post-Election Survey, November-December 2008.



Many voters shared their experiences on election day with others. Young voters, in particular, did so using digital technologies.

The % of those who voted in 2008 who shared their experiences at the polls in the following ways

	All voters	18-29	30-49	50-64	65+
Talked in person to people	59	68	64	58	41
Talked on the telephone to people	45	57	49	44	31
Sent email	11	18	13	9	3
Sent text messages	8	23	10	--	**
Posted your experience on a social networking site	4	13	4	1	**
Wrote about your experience on a personal website or blog	2	8	2	1	--
Commented on someone else's website or blog	4	14	3	--	--

Source: Pew Internet & American Life Project Post-Election Survey, November-December 2008. **Sample size of SNS / text messaging users is too small to analyze.



★ Three-quarters (74%) of Internet users went online during the 2008 election to take part in, or get news and information about the 2008 campaign. This represents 55% of the entire adult population, and marks the first time the Pew Internet & American Life Project has found that more than half the voting-age population used the Internet to connect to the political process during an election cycle.

★ We call these individuals “online political users,” and we employed three separate metrics to identify them:

- Going online for news about politics or the campaign. Fully 60% of Internet users did this in 2008.
- Communicating with others about politics using the Internet. Some 38% of Internet users talked about politics online with others over the course of the campaign.
- Sharing or receiving campaign information using specific tools, such as email, instant messaging, text messages or Twitter. Fully 59% of Internet users used one or more of these tools to send or receive political messages.