

## GALLUP NEWS SERVICE

### MOBILE TECHNOLOGY -- POLITICS

Results are based on telephone interviews with **1,017** national adults, aged 18+, conducted April 1-2, 2014. For results based on the total sample of National Adults, the margin of error is  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of **661** smartphone or tablet users, the margin of error is  $\pm 5$  percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

3. Next, I'm going to read a list of ways in which Americans sometimes connect electronically with campaigns, elected officials, and other political groups. For each, please tell me if within the last thirty days you have -- [RANDOM ORDER]?

<i>2014 Apr 1-2</i> <i>Sorted by "national adults"</i>	% Yes (National adults)	% Yes (Smartphone/ Tablet users)
Received electronic communications from political interest groups through email, social media or text message	23	29
Shared, "Liked" or "Re-tweeted" posts or links that express political opinions similar to your own	23	29
Received requests on your smartphone or other electronic device from interest groups asking you to contact your elected representative or take some action on a bill being considered in Congress or the state legislature	22	26
Received electronic communications from elected officials or candidates for office through email, social media or text message	21	26
Received electronic communications from political parties through email, social media or text message	20	26
Posted your opinions about politics and political issues, elected officials, elections or candidates for office on Twitter, Facebook, or other Internet sites	16	21
Received instant electronic notification on your smartphone or other electronic device about political rallies or political protests in your area	9	11
Made a monetary donation to political candidates or political or interest groups using your smartphone or tablet – that is, using PayPal or having the dollar amount charged to your Amazon, Google, phone company or other account	4	5

**Q.3 (POLITICAL COMMUNICATIONS) CONTINUED**

**FULL RESULTS:**

**A. Received electronic communications from elected officials or candidates for office through email, social media or text message**

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	21	62	17	--
<i>Smartphone/Tablet users</i>	26	74	--	--

**B. Received electronic communications from political parties through email, social media or text message**

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	20	62	17	*
<i>Smartphone/Tablet users</i>	26	74	--	*

**C. Received electronic communications from political interest groups through email, social media or text message**

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	23	60	17	--
<i>Smartphone/Tablet users</i>	29	71	--	--

**D. Posted your opinions about politics and political issues, elected officials, elections or candidates for office on Twitter, Facebook, or other Internet sites**

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	16	66	17	*
<i>Smartphone/Tablet users</i>	21	79	--	--

**E. Made a monetary donation to political candidates or political or interest groups using your smartphone or tablet – that is, using PayPal or having the dollar amount charged to your Amazon, Google, phone company or other account**

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	4	79	17	--
<i>Smartphone/Tablet users</i>	5	95	--	--

**F. Shared, “Liked” or “Re-tweeted” posts or links that express political opinions similar to your own**

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	23	60	17	*
<i>Smartphone/Tablet users</i>	29	71	--	*

### Q.3 (POLITICAL COMMUNICATIONS) CONTINUED

#### G. Received instant electronic notification on your smartphone or other electronic device about political rallies or political protests in your area

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	9	74	17	*
<i>Smartphone/Tablet users</i>	<i>11</i>	<i>89</i>	<i>--</i>	<i>*</i>

#### H. Received requests on your smartphone or other electronic device from interest groups asking you to contact your elected representative or take some action on a bill being considered in Congress or the state legislature

<i>2014 Apr 1-2</i>	<u>Yes</u>	<u>No</u>	<u>No Internet access</u>	<u>No opinion</u>
National adults	22	61	17	--
<i>Smartphone/Tablet users</i>	<i>26</i>	<i>74</i>	<i>--</i>	<i>--</i>