

GREENBERG QUINLAN ROSNER RESEARCH

The Politics of Phone Use

October 29, 2012



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG

Methodology

This presentation is based on a unique combined run of the extensive Democracy Corps database – focused mostly on almost 4,000 interviews from our national surveys from August to October 2012.

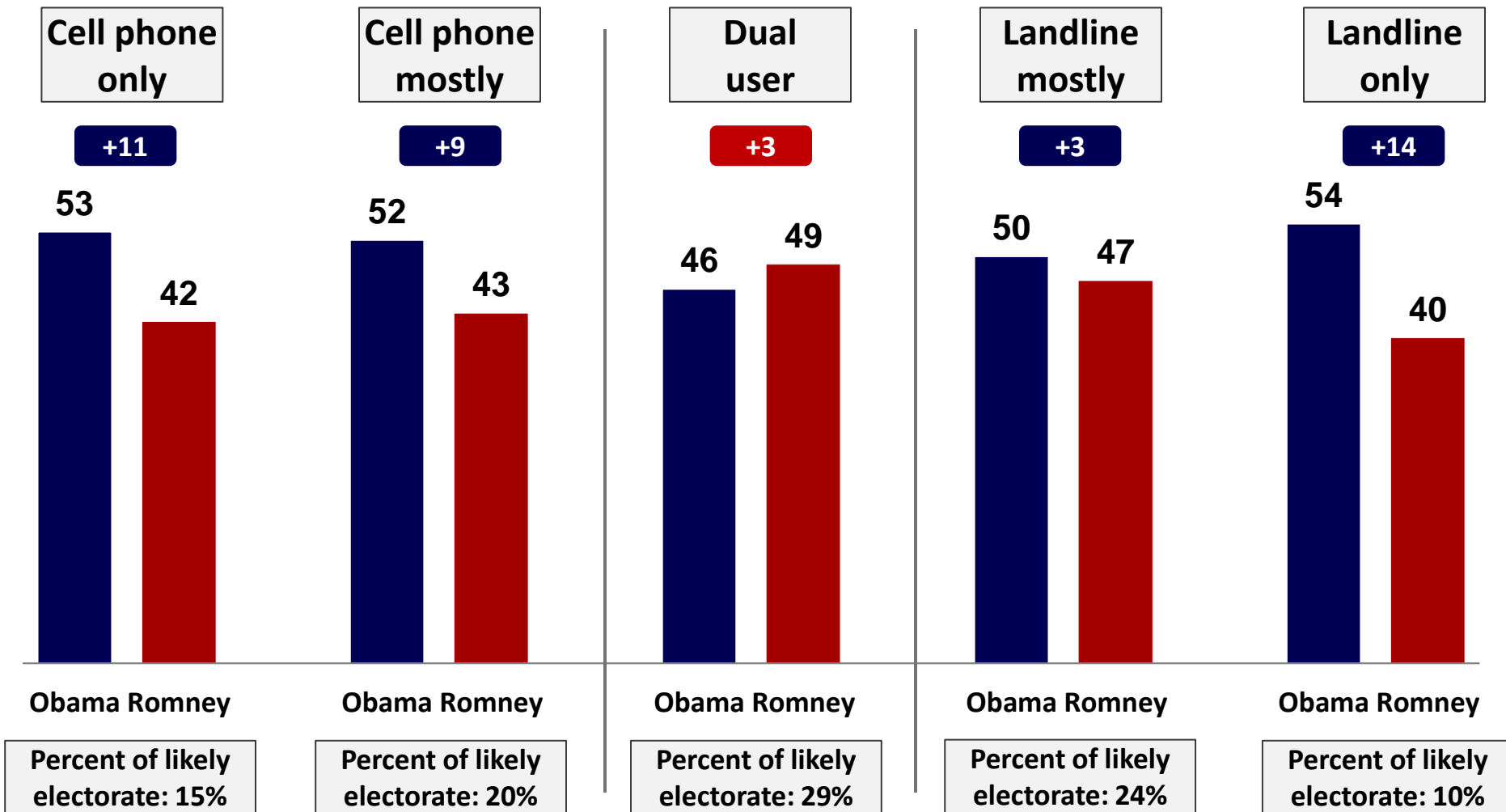
This presentation analyzes cell and landline phone usage among different parts of the electorate – and how the differences in phone usage and phone type can impact the 2012 election, as well as the way survey methodology is impacted by a changing American electorate.

Democracy Corps national surveys include two samples -- landline phones generated via Random Digit Dialing, and an RDD sample frame of cell phones, which are apportioned via census regions according to the latest CDC National Health Survey Interview (NHIS) Wireless substitution to increase CPO interview likelihood and CPO representation. We used a dual-frame, full overlap methodology allowing any cell user type to screen into the survey regardless of which frame respondent was contacted in. The cell sample frame represents 30 percent of our overall sample on any given survey.

2012 Presidential Race

Cell phone only/mostly much more Obama; dual users more Romney

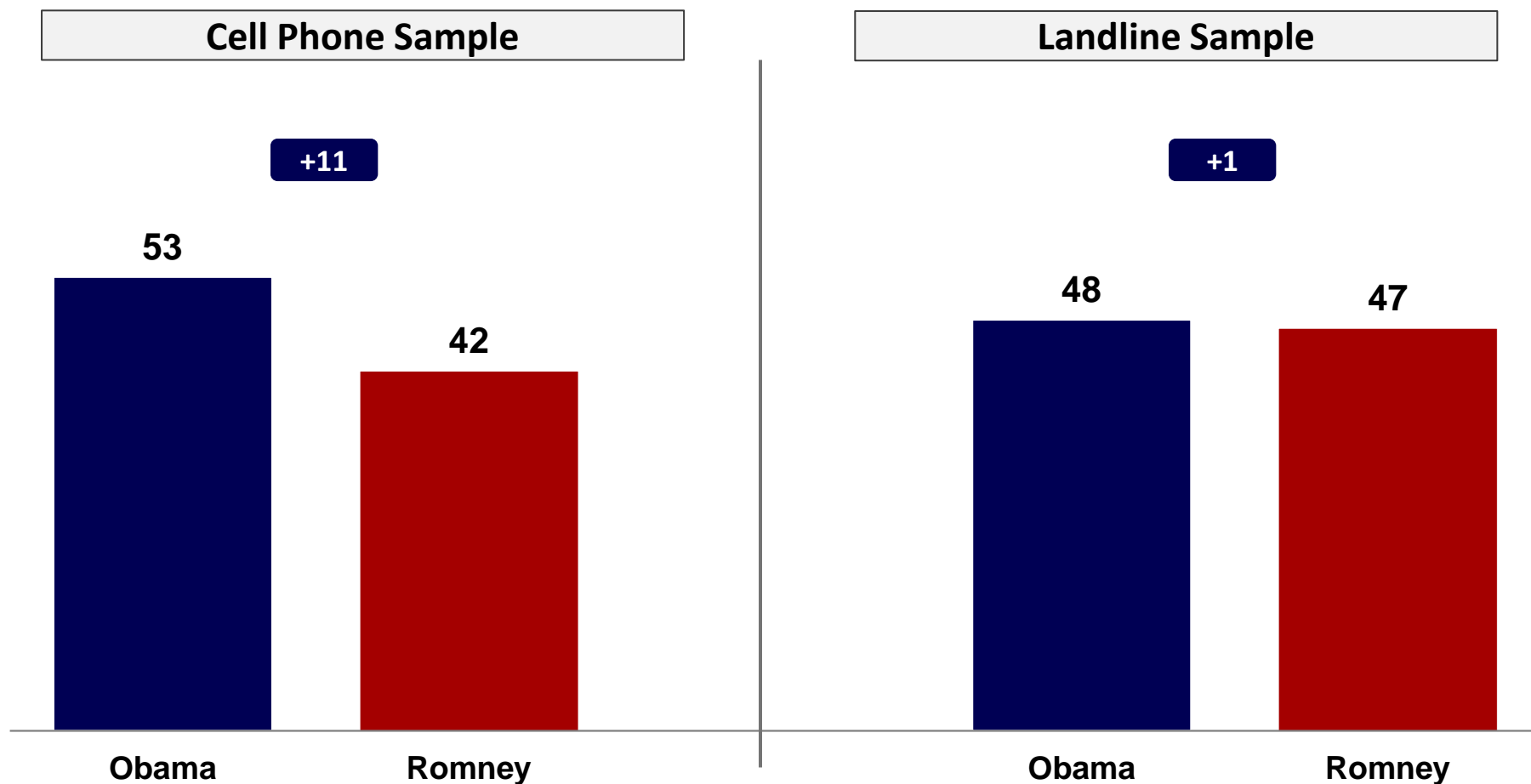
Thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?



Note: Data from a combined run of 4 Democracy Corps national surveys from August-October, 2012.

And significant difference between respondents reached on cell phones and those reached on land lines

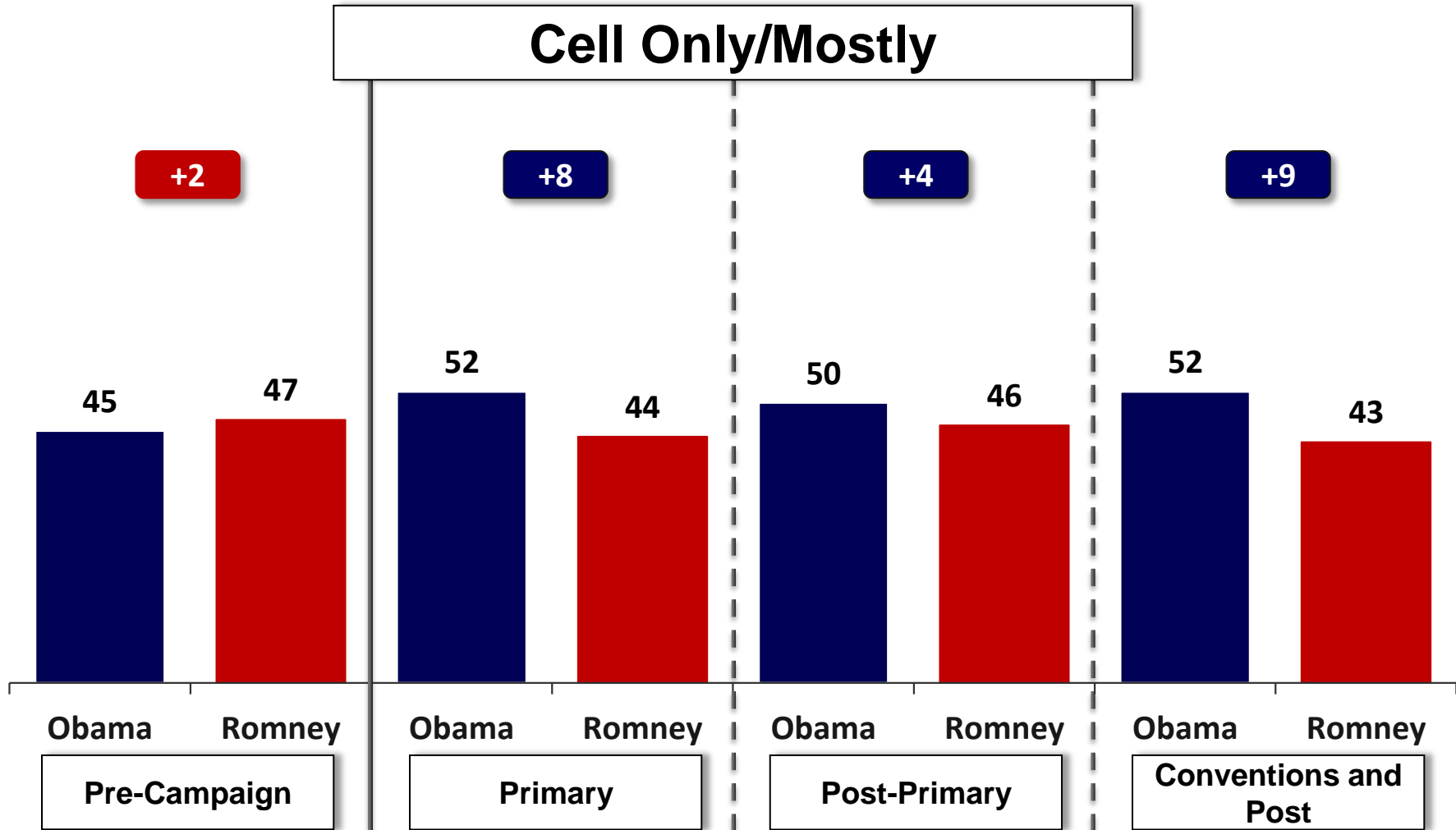
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Cell only or cell mostly users favor Obama by 9-point margin in current period

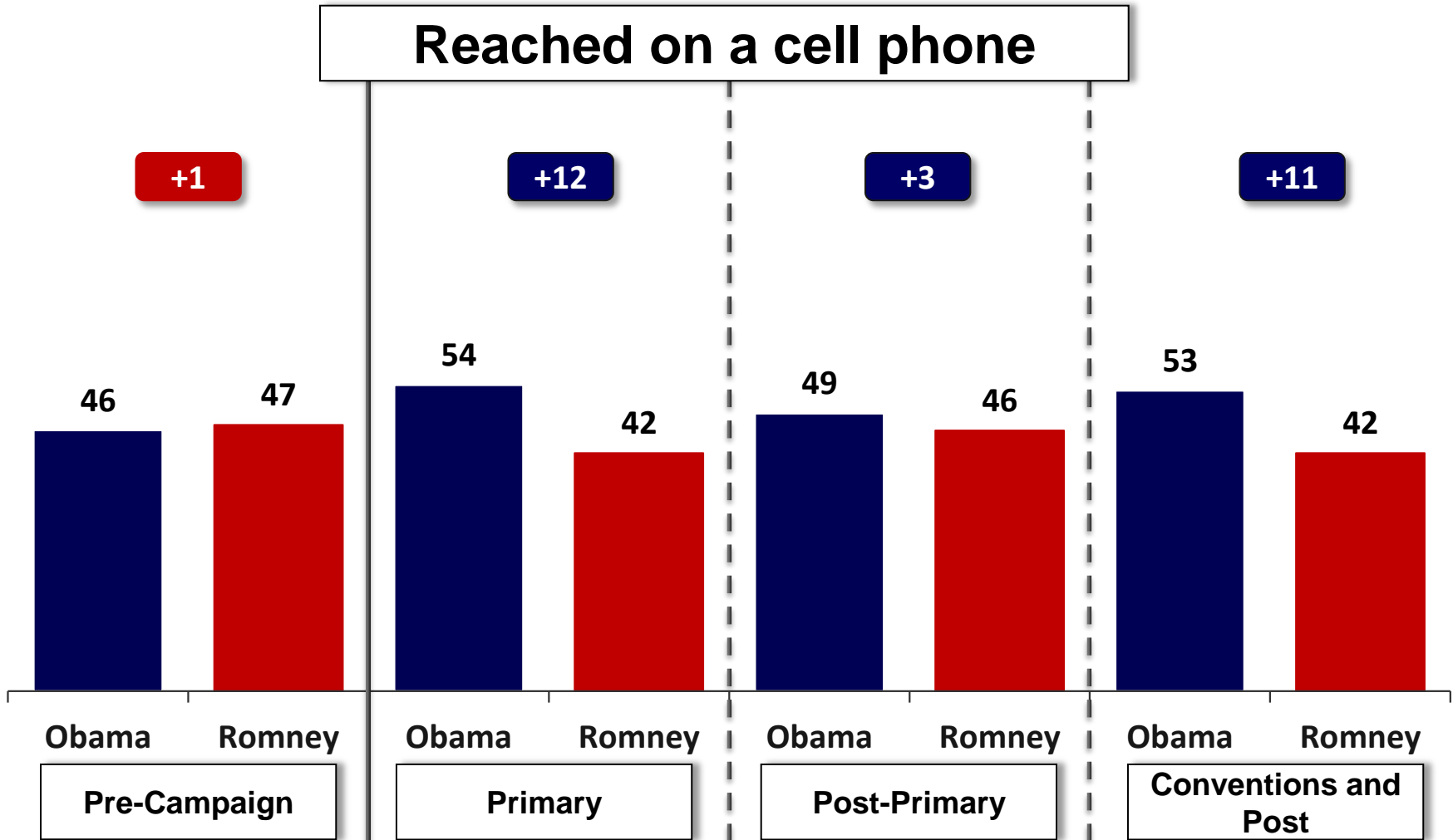
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Respondents reached on a cell phone have favored Obama since early this year

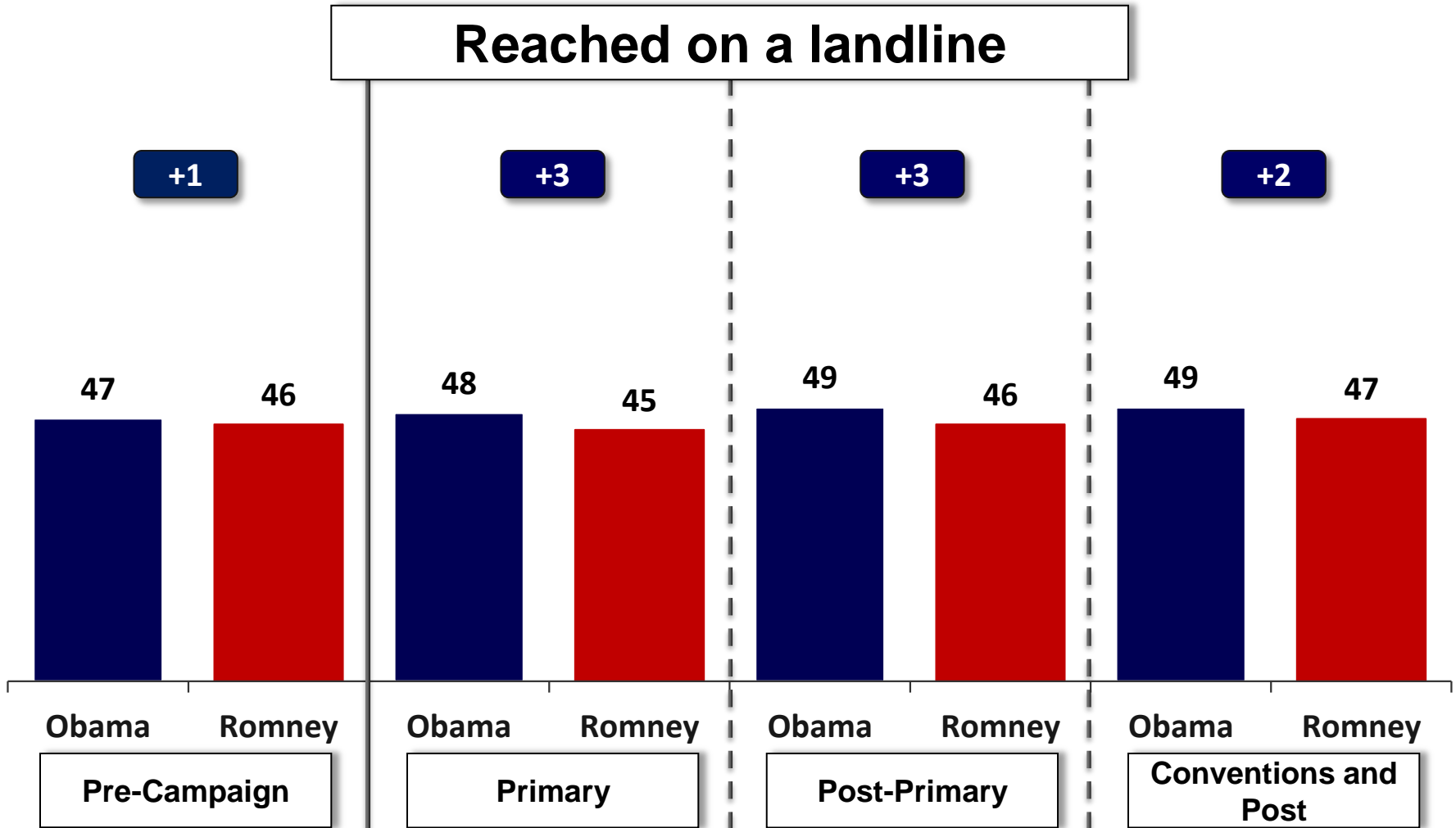
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Election always close among those reached on landline

Thinking about the presidential election, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?

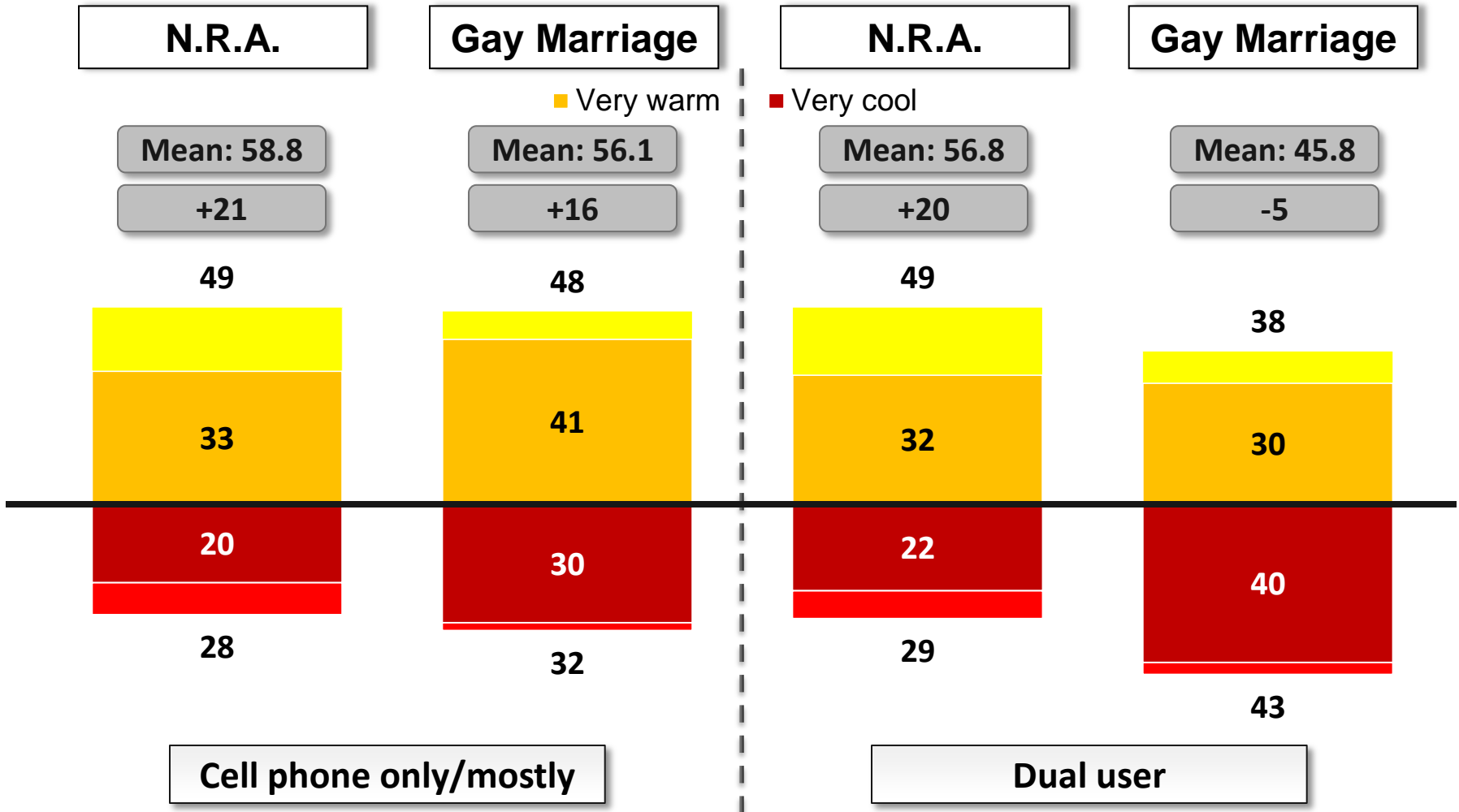


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Cell phone voters are very different

Dual users more conservative

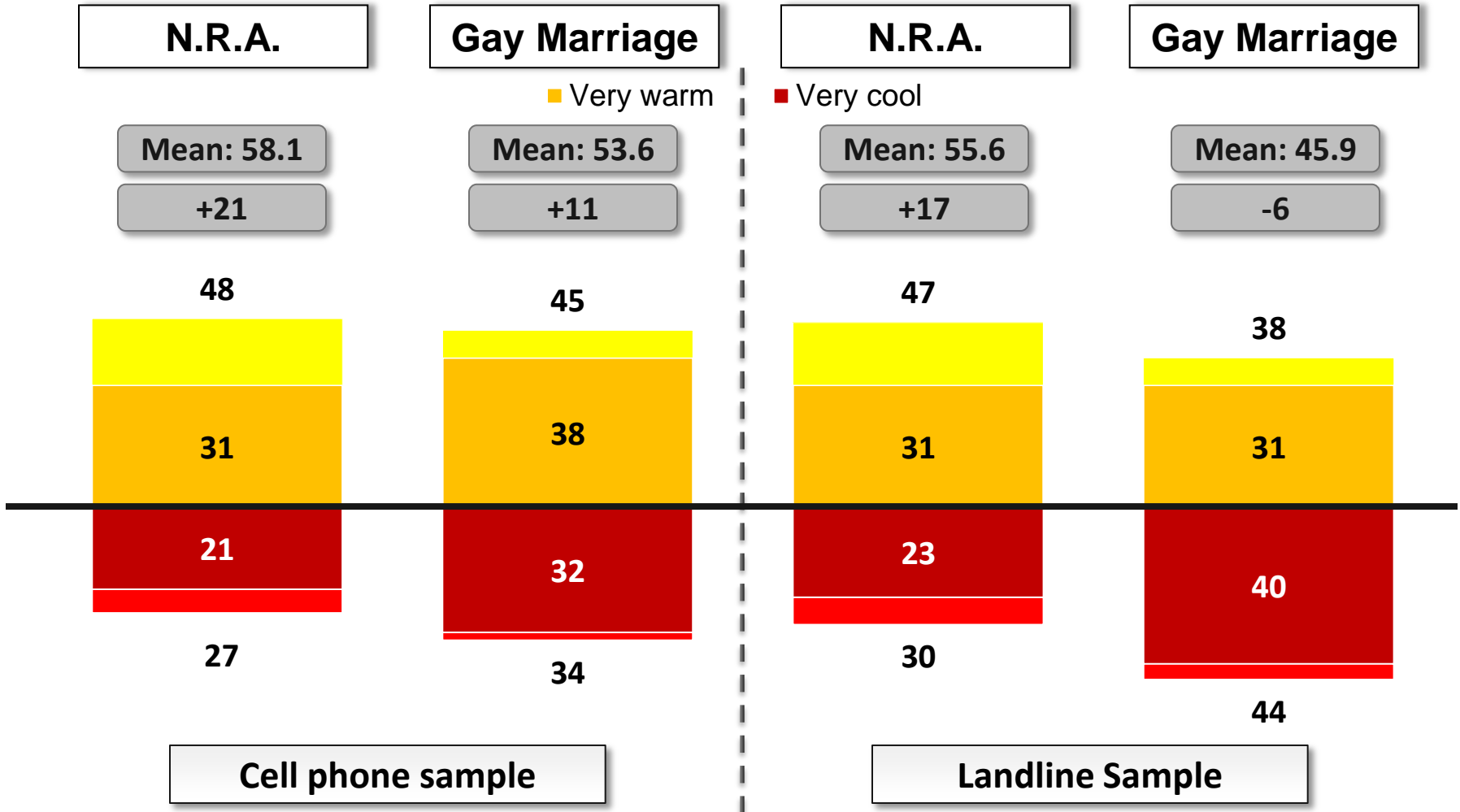
Now, I'd like you to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



Note: Data from a combined run of 4 Democracy Corps national surveys from August-October, 2012.

Less pronounced among those reached by landline

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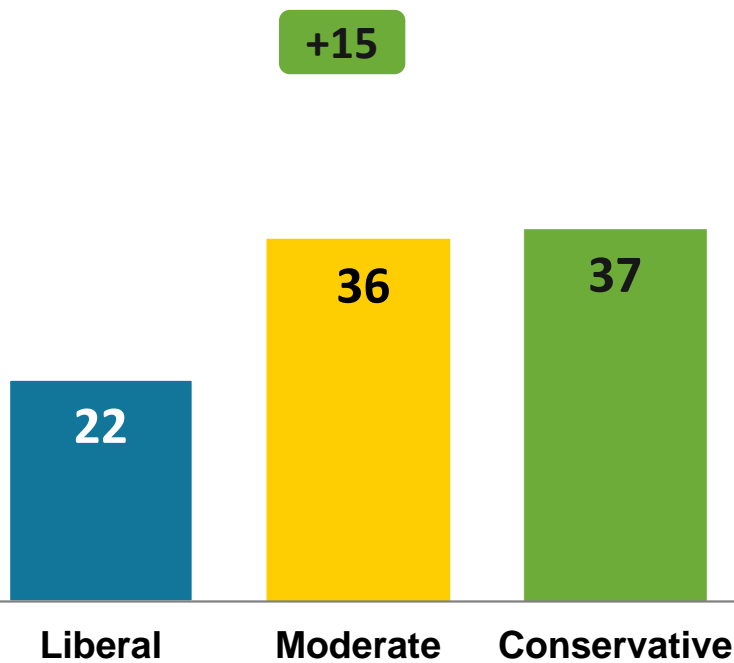


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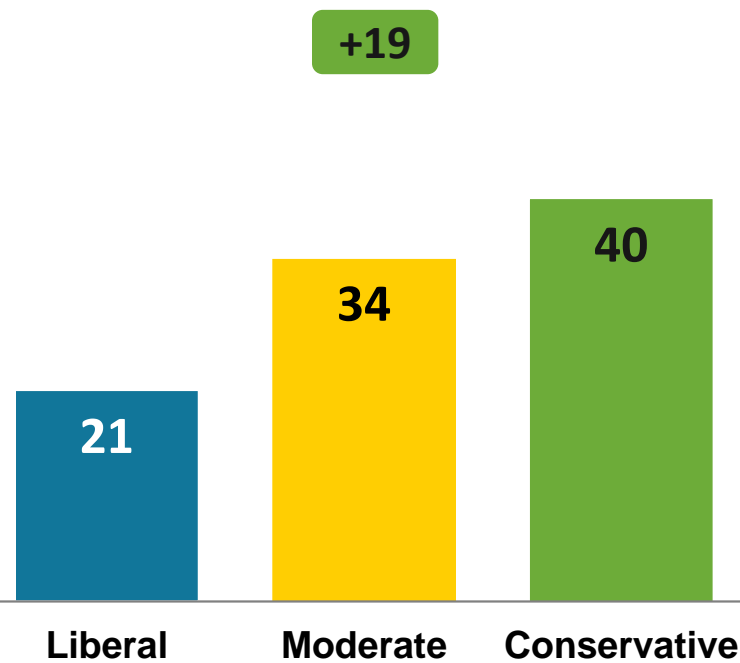
Difference in ideology apparent between samples

Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

Cell Phone Sample

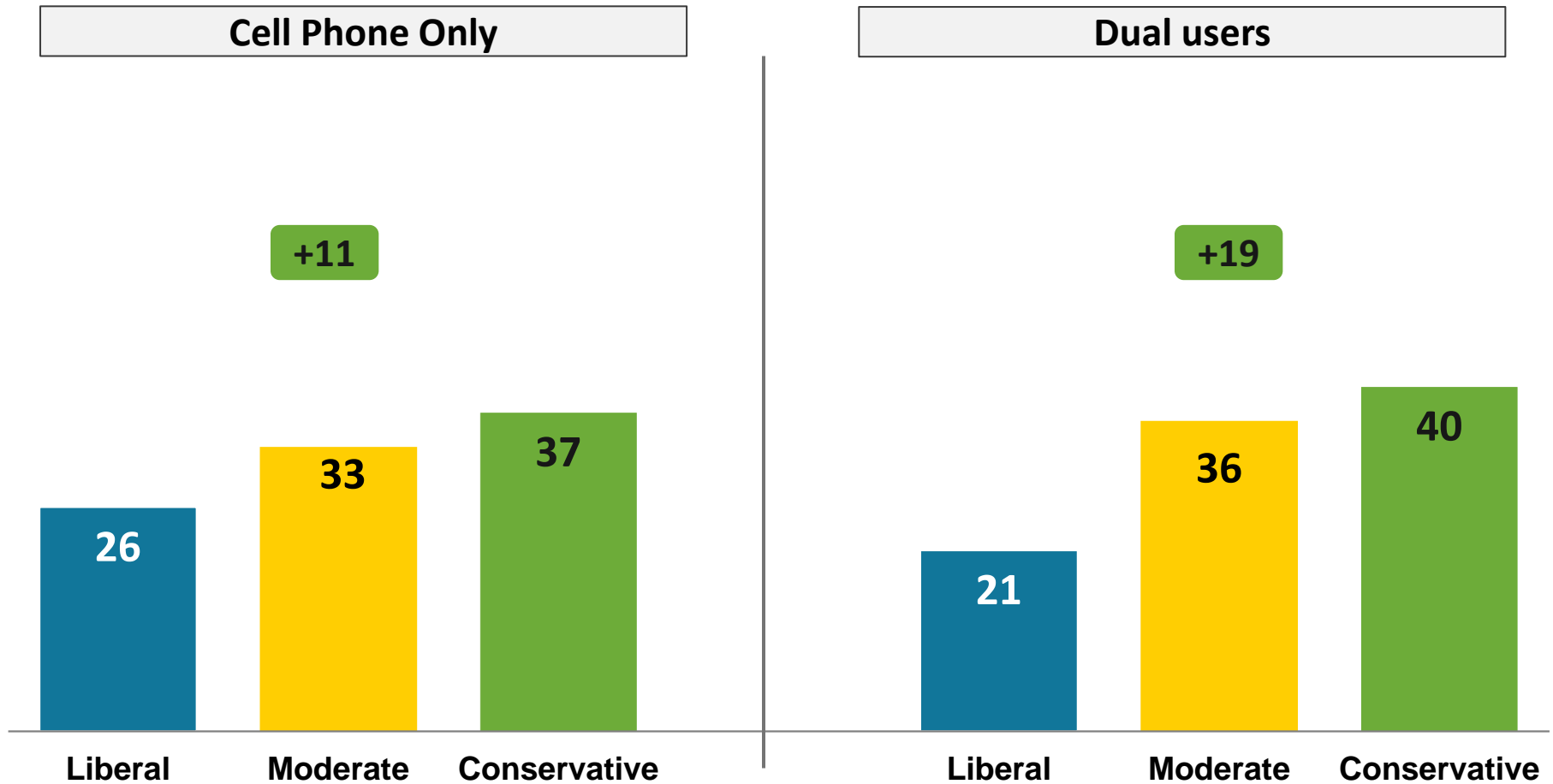


Landline Sample



Sharp difference in ideology between those who only use cell phones and those who only or mostly use landline phone

Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?



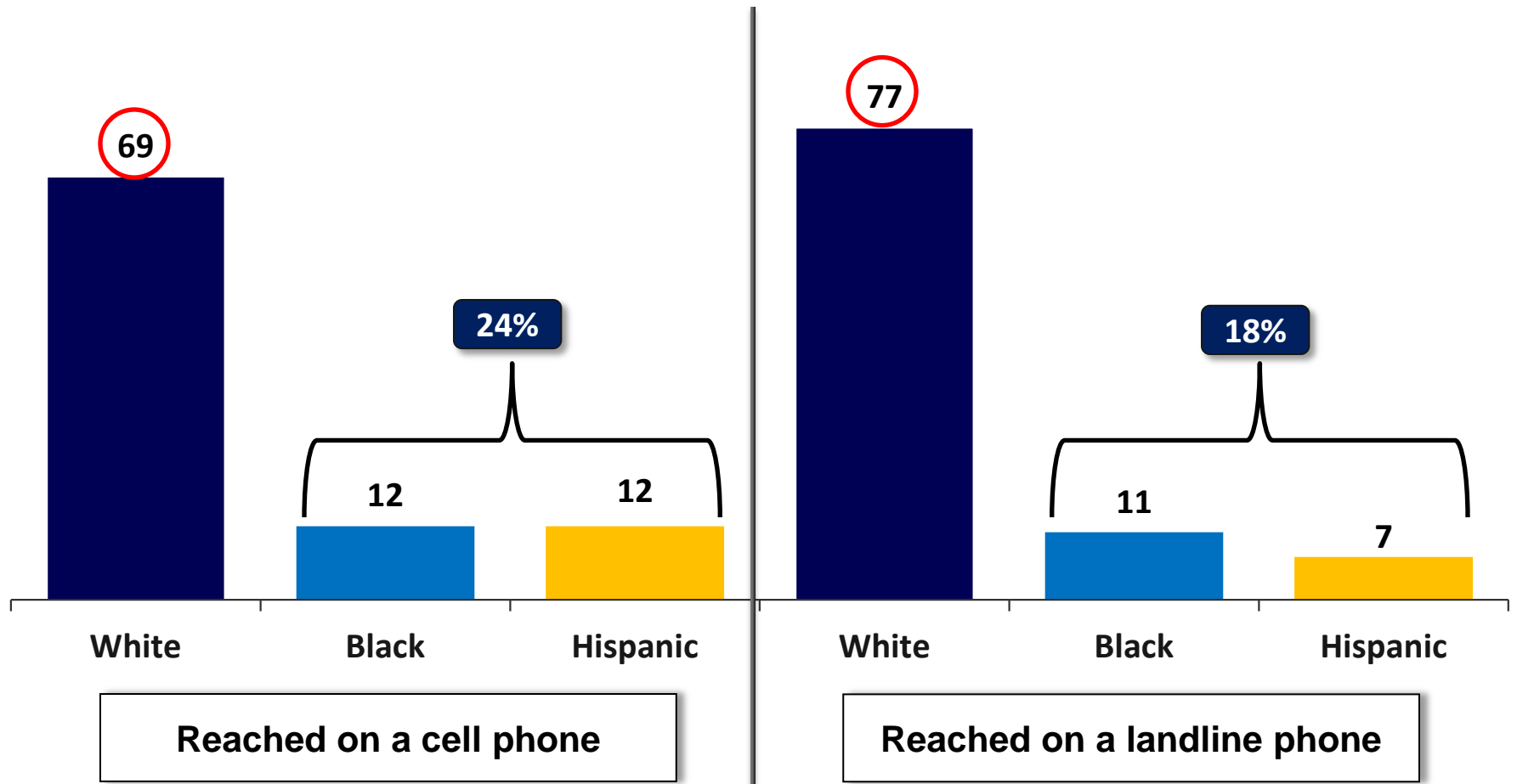
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Because they are different

Cell phone respondents much less white than landline; more likely to be Hispanic

What racial or ethnic group best describes you?

Race



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Cell users much younger

In what year were you born?

Age

