

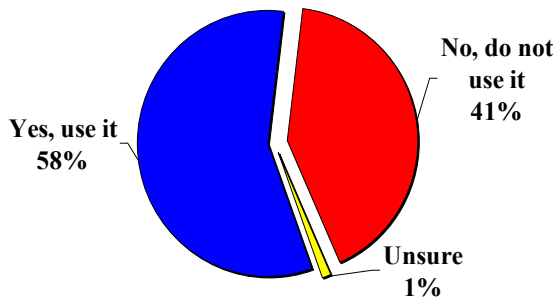
Ohio Voter Survey Results: Facebook has broad following & reach among Ohio voters, while Twitter may just be for reaching “elites”

SPLIT SAMPLE QUESTION WORDING VERSION A:

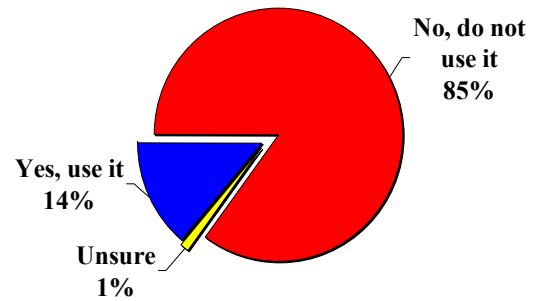
“Do you currently use the social networking system Facebook?”

SPLIT SAMPLE QUESTION WORDING VERSION B:

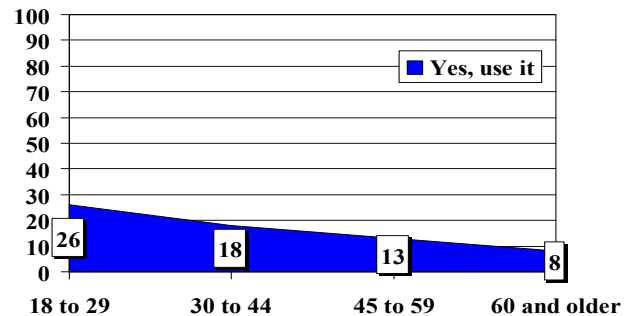
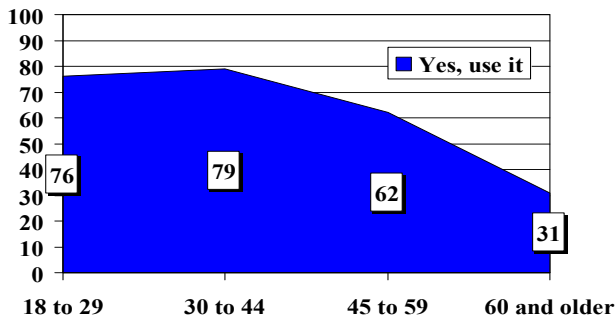
“Do you currently use the social networking system Twitter?”



OVERALL RESULTS



SELECT SUB-GROUP RESULTS



Many public agencies, interest groups and political campaigns have come to rely greatly on social media to communicate with their constituents, voters and supporters. However, the type of social media being used may greatly affect how widely those messages are being broadcast and to whom. Ohio voters appear much more likely to be exposed to, or are receiving information from, Facebook than they are Twitter. However, the illustrated differences in exposure by age group are not the only important ones. Parents of public school students reported a high level of Facebook usage (70%) compared to other voters (52%), indicating it is another effective medium for reaching them. In contrast, parents reported statistically-similar Twitter usage (14%) compared with other voters (12%). Moreover, Twitter’s total following is much more modest in comparison. However, anecdotal information suggests that Twitter may be an effective way to reach elites, such as public officials, journalists and opinion leaders, although the types of communication and subject matter are likely quite different and tailored accordingly.

METHODS: This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 800 randomly-selected registered voters in the State of Ohio with histories of voting in recent November general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of May 9, 2017 through May 13, 2017. The overall estimated margin of sampling error is +/- 3.46%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 3.46% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state’s electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. **Please note that this survey question was not funded or commissioned by any organization or committee. Permission is granted for distribution to share this information with any interested parties.**

www.OhioOmnibusSurvey.com

Conducted by Fallon Research & Communications, Inc.

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