

# AT&T 2012 Survey: Mobile America's Student Vote



of students are more likely to vote because they follow a presidential candidate on Twitter or Facebook.

Which political campaign methods are most likely to earn your attention?

Messages on traditional media outlets (TV, radio, newspaper)



Messages on social media outlets (Facebook, Twitter, Tumblr, etc...)



Messages on news websites (cnn.com, msnbc.com, etc...)

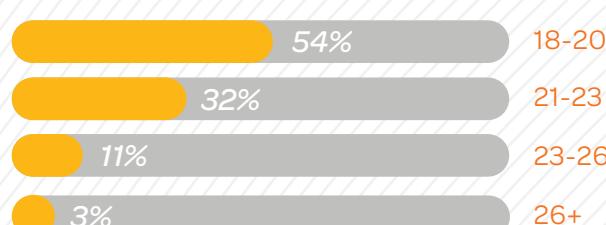


Demographics:

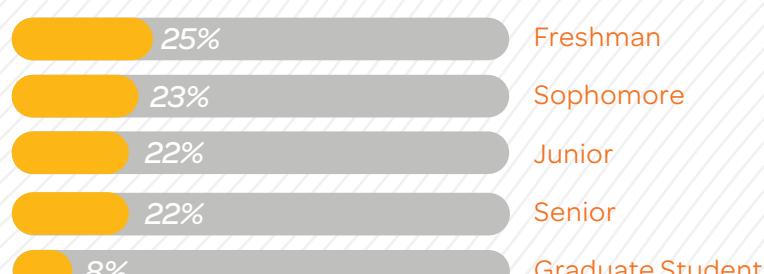
**More Than 10%**

of the Lynn University student population participated in the survey.

Age



Academic Class



Mobile technology and social media influence how college students engage in politics, and the AT&T 2012 Survey: Mobile America's Student Vote reveals just how important they are to this year's election.

Would you vote using your mobile phone?

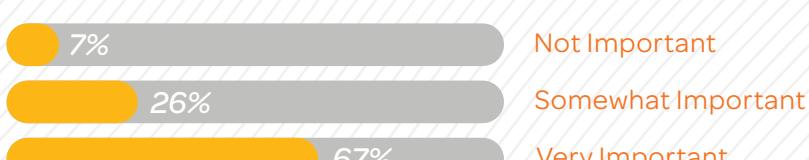
**Yes 58%**  
**No 42%**



How important is it to use social media to discuss political and social issues?



How important is it for the presidential candidates to use social media to connect with the public?



Do you use your mobile phone to check Twitter or Facebook?



**Yes 85% No 15%**

What's your primary source of news?



The AT&T 2012 Survey, Mobile America's Student Vote is based on in-person surveys of 272 Lynn University undergraduate and graduate students in Boca Raton, Florida. The survey was conducted, between September 20-27, 2012, by Lynn Assistant Professor Stephanie Jackson and 25 students enrolled in the "Campaigns in the 21st Century" course, using 10 AT&T Samsung Galaxy Tab 8.9 tablets to collect responses with the ProntoForms™ from AT&T mobile app.

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