



wiredwisconsin

5027 W North Ave Milwaukee, WI 53208 phone 414.412.7814 fax 414.344.1645

www.wiredwisconsin.org info@wiredwisconsin.org

For immediate release
October 6, 2010

Contact: Thad Nation
414.412.7814

Wired Wisconsin Releases “2010 Wisconsin Politics and the Web” Report

Finds Nearly 82% of Candidates Engaged Online

MILWAUKEE — Today, Wired Wisconsin released a new report, “2010 Wisconsin Politics and the Web,” which assesses how Wisconsin political candidates are using social media in their campaigns.

Based on simple online searches of public information, the report focuses on 251 registered candidates in Wisconsin: 190 Assembly candidates, 32 Senate candidates, and 29 statewide or federal candidates. Wired Wisconsin examined whether the candidates have websites, Facebook, and Twitter for their campaign.

“Social media has changed the way voters connect with and learn about political candidates, and many candidates in Wisconsin have caught on to this trend,” said Thad Nation, Executive Director of Wired Wisconsin.

According to the study, all statewide (Governor, Lieutenant Governor, Secretary of State, Treasurer, and Attorney General) and federal (US Senate and House) candidates have websites, and all but Secretary of State Doug La Follette have Facebook pages. All but seven use Twitter.

The report also found that nearly 73 percent of all candidates have websites. Among candidates for the State Legislature, 81 percent of Senate candidates and 66 percent of State Assembly candidates have websites.

As for Facebook, 71 percent of all candidates have pages, including 81 percent of State Senate candidates and 65 percent of State Assembly candidates. Meanwhile, Twitter use is significantly lower, with only 27 percent of all candidates using the social media platform. On a state legislative level, only 16 percent of State Assembly candidates and 40 percent of State Senate candidates use Twitter.

- MORE -



wiredwisconsin

5027 W North Ave Milwaukee, WI 53208 phone 414.412.7814 fax 414.344.1645

www.wiredwisconsin.org info@wiredwisconsin.org

The report also found that incumbents are less likely to have websites: 60 percent of those candidates without websites are current elected officials. However, only 46 percent of candidates without Facebook pages are incumbents.

“It seems incumbents are less likely to take the opportunity to engage voters online through websites and other social media compared to first time candidates working to get their name and message out to voters,” said Nation.

A copy of the report is attached to this release. In addition, a complete list of candidates’ social media sites is available at <http://www.wiredwisconsin.org/social-media-links/>.

-30-

Wired Wisconsin is the Wisconsin-based project of Midwest Consumers for Choice and Competition (MCCC), a non-profit organization of individual consumers interested in technology, broadband, and telecommunication issues with state projects throughout the Midwest region. The project will work to support an environment for innovative technology, high-tech job creation, and economic growth. Wired Wisconsin will seek to educate consumers, policy makers, and businesses about technology- related legislative and regulatory issues that impact our lives and advocate for common-sense approaches to spur innovation and grow the economy. For more information, visit www.wiredwisconsin.org.