



Surveys and Polls





# Kim Smith

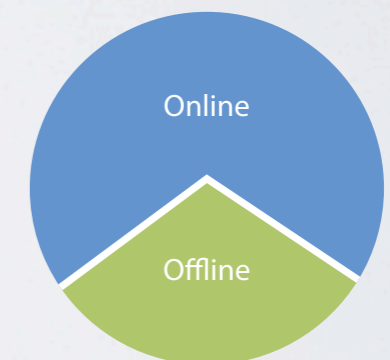
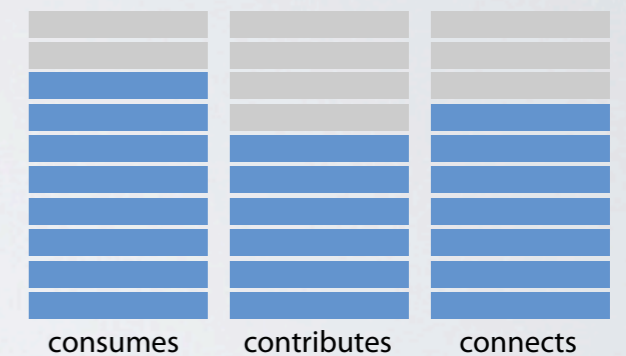
Demographic: Age 48. Very interested in politics and concerned about the topic of healthcare.

This persona contributes online in multiple ways. She consumes large amounts of online information within social networks. Large digital footprint with sharing information.

## General Characteristics

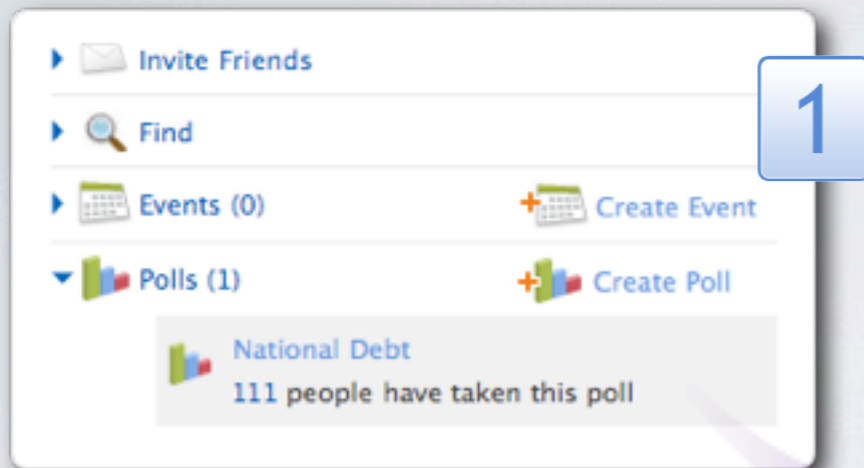
- Oversees a weekly eNewsletter going out to 500,000 contributing women across all 50 states
- Ensures that NOW PAC candidate-endorsed profiles are updated and current on Web site
- Works with PAC members to coordinate efforts on campuses
- Looking for ways to identify and support women's rights candidates
- Wants to find ways to re-energize grassroots efforts across the organization
- Has expended much effort recently keeping up-to-date on health care proposals

## Technology Sophistication



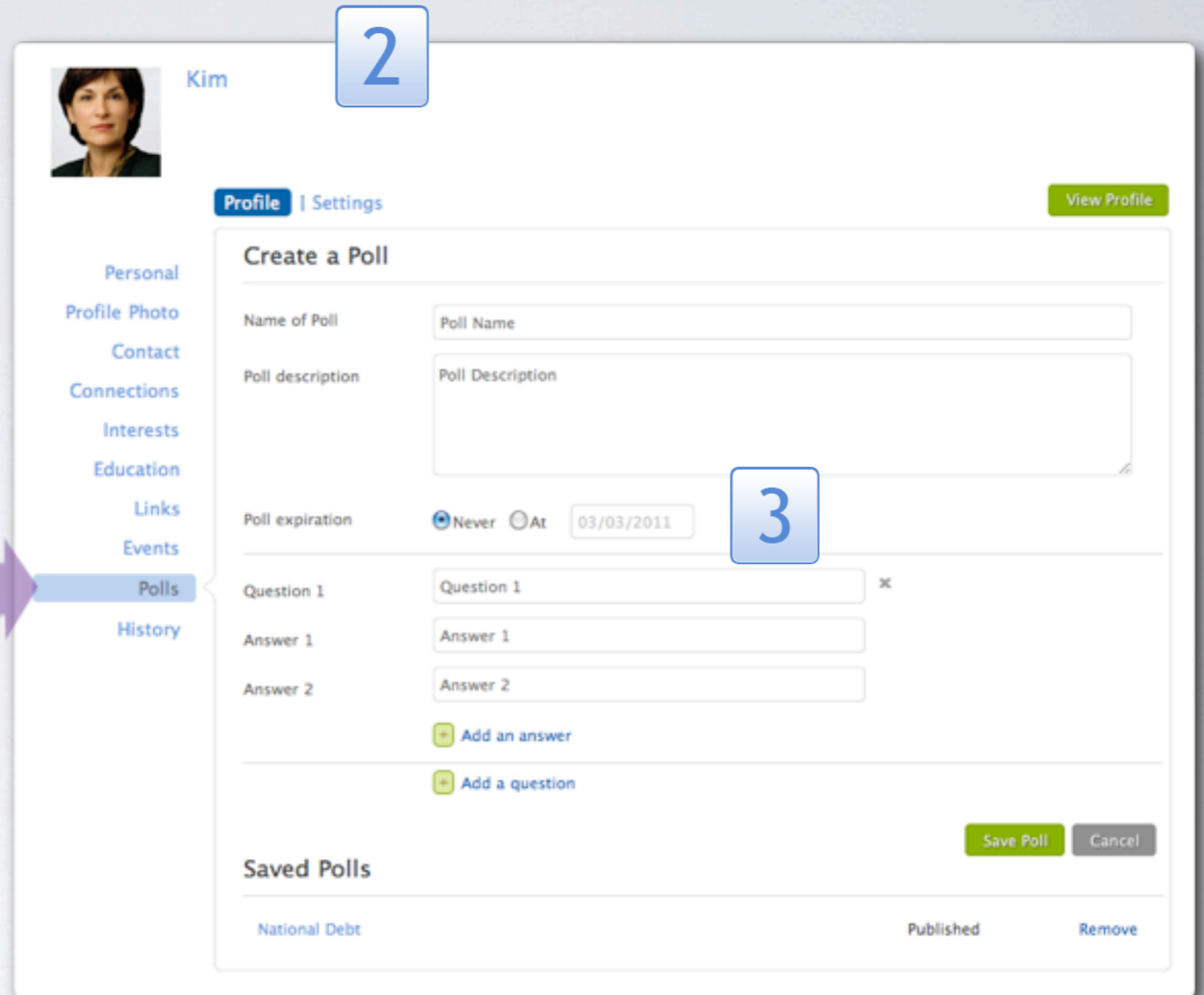
Persona

1 Kim can easily create a poll and share it with her network.



2 From "Create Poll," Kim's profile opens enabling her to author a poll and share within her social networks.

3 Kim can include an expiration date for her poll.




Create


1

Before publishing the poll, Kim reviews and edits the content.

**Take Poll**

 Kim • 20 seconds ago

**Federal Deficit**



Cutting the federal deficit

Question 1:  
*Do you think President Obama is serious about cutting the federal deficit?*

Yes

No

No Sure

**Comment**

Poll expires: 03/18/2011 **Save** **Cancel**

**Publish**

Preview & Publish

1 Kim can view her poll results as a pie chart or a bar chart

2 She can review comments from her network

3 Kim can view results of those who have taken the poll by name or by geographic location

4 She can view those who have taken the poll and see if she is connected. If she is not connected, she can easily send a connection request.



**Poll Results**

Vote IQ Polls · 16 days ago · Like 48 people like this. Email Poll

Federal Deficit

Cutting the federal deficit

Question 1:  
Do you think President Obama is serious about cutting the federal deficit?

View by bar chart | View by pie chart

1

No (114)	Not sure (6)	Yes (33)
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36 Comments

Comments 1-10 11-20 21-30 31-36 Newest Hide

2

Andrew Burton · 1 day ago · Like  
If President Obama were to move to end the pointless wars in Iraq and Afghanistan, close our foreign military bases, and get America's sticky little fingers out of everyone else's business he would more...

Frank Cousins · 7 days ago · Like · 1 IQ  
Get us out of the two idiotic wars the the "partyof financial responsibility "got us into. That might stop our spiral into global obscurity. Cutting programs that help and in turn build Americans is the more...

Comment

Poll expires: 03/01/2011 Retake Close

3

View network | View location

4

Poll creator, add your analysis here.

Like 48 people like this. Email Poll

Results