

Why is technology so important to the Republican Party?

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Over the past couple of months, I have been writing articles about the importance of using the internet to get more Republican Generation X and Generation Y voters. This month, I want to share some statistics that support my push to get the clubs to use the internet.

- ❖ On average, each individual in the world spends about 30 hours on the internet a year.
- ❖ 73% of the online population streams a video, viewing an average of 83 videos per viewer per month.
- ❖ 67% of the online population visits a social networking site such as Facebook, spending 4 hours per month per visitor.
- ❖ The third most used medium to communicate is the internet only behind watching TV and the radio.
- ❖ There are 91 million in Generation Y.

These statistics support the idea that we have to get the various clubs in the Texas Federation of Republican Women to use the technology that is available to us. Recently someone reminded me that we never thought we would use email to communicate in the political realm and now we cannot survive without it.

By the time you read this article, we will have a new president (hopefully it will be decided) and various other positions across this wonderful state we call home. Even though we are getting done with one political season, we must not forget that we have another very important one coming up in 2010. The Texas clubs in the Federation need to recover and start using their technology to build their clubs for the future!

Resources:

Forrester Research March 2007

Interactive Advertising Bureau (IAB, PricewaterhouseCoopers (PwC) 2007

Javelin Strategy & Research, August 2007