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Online Surveys

National Journal

Americans Continue to Drop Their Landline Phones

By Steven Shepard



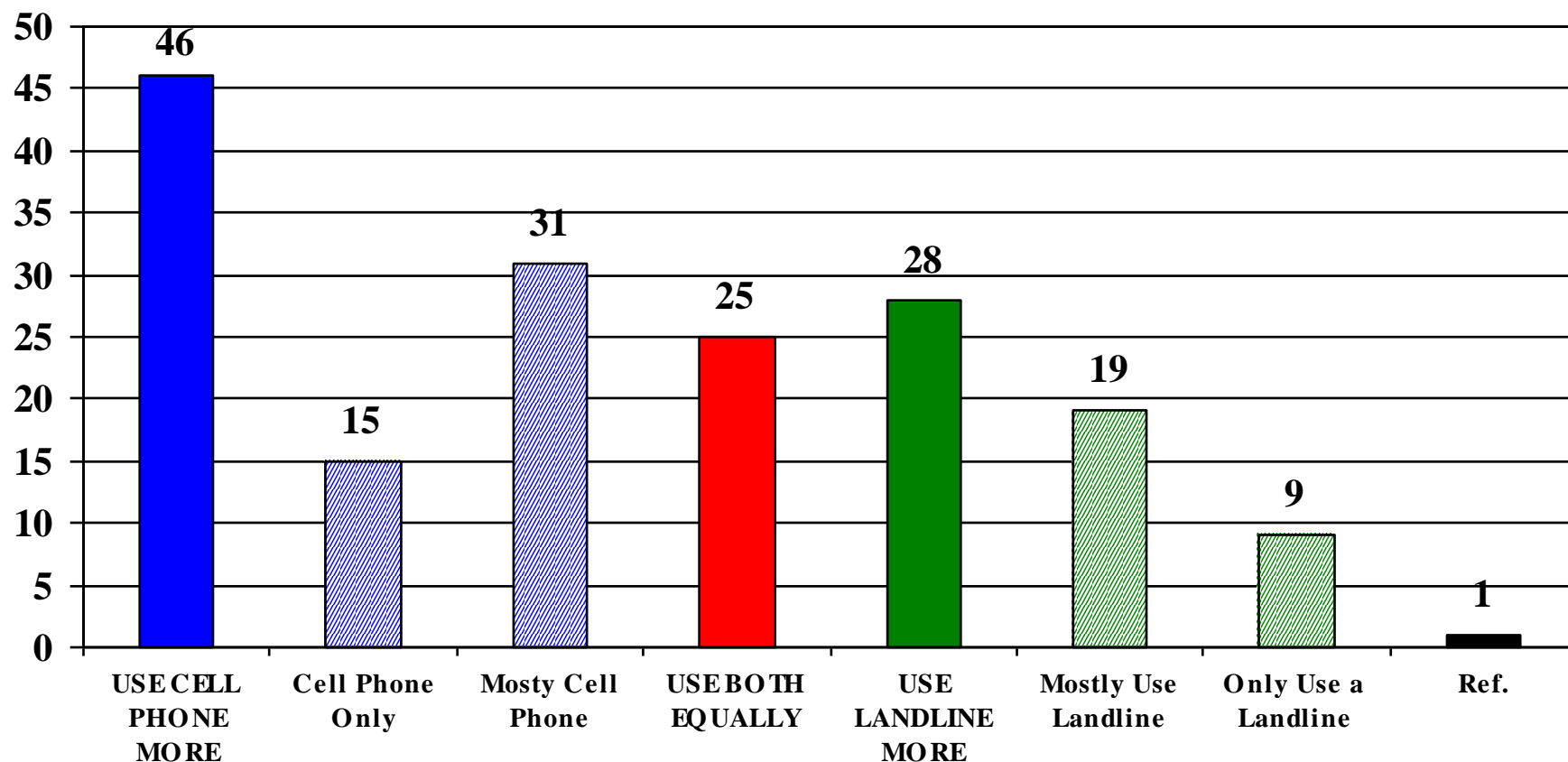
Americans continue to ditch their landline phones in favor of mobile devices. (AFP/Getty Images)

“Americans are increasingly giving up their landline telephones, a new government study shows, underscoring the radical changes in people’s communication preferences as well as the challenges those habits present to pollsters. [The new figures](#), from the National Center for Health Statistics, show 43.1 percent of adults live in wireless-only homes. Combined with another 2.4 percent who are phoneless, more than 45 percent of adult Americans live without landlines.”

<http://www.nationaljournal.com/hotline-on-call/americans-continue-to-drop-their-landline-phones-20131218>

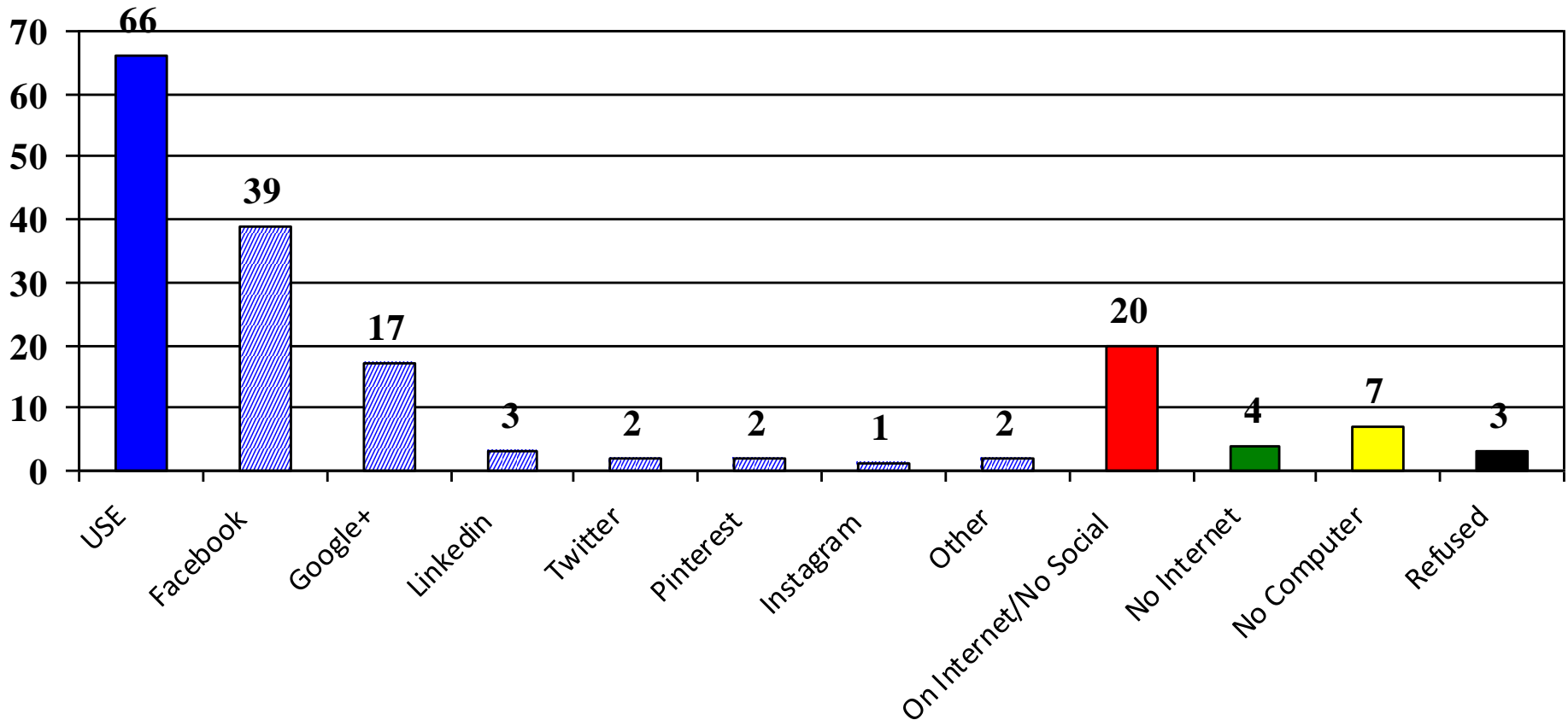
7 in 10 Voters Use Cell Phones Equally or More Than Landlines

Of all the personal telephone calls that you receive, that is calls not related to your job, do you... ONLY use a cell phone, MOSTLY use a cell phone, Use a cell phone and a landline equally, MOSTLY use a landline phone or ONLY use a landline phone?



Almost 9 in 10 Voters are on the Internet

From the following list, what social networks do you use MOST?



Benefits of Online Polling

- **Easier to contact more voters online than via phone.**
- **More accurate than full IVR surveys that by federal law cannot call cell only voters.**
- **Eliminates need for expensive costs for live interviewers calling landlines and cells.**
- **Faster turnaround**
- **Larger samples and subcells within the poll for greater accuracy.**
- **Due to the private nature of taking a survey online, voters are more likely to respond truthfully to questions, decreasing undecided answers and non-responses, which are more likely to occur when they're speaking to live interviewers.**
- **Voters will be able to take their time and not be rushed by interviewer to move on to the next question, they can go at their own pace.**

- **Online format allows actual online testing in real time of broadcast, digital, and audio ads and visual concepts for direct mail to targeted voter segments**
- **Enables campaign to get surveys done when voter phones are saturated by landline and cell calls that reduce phone productivity as refusal rates by phone increase.**
- **We have state of the art software that gets through spam filters.**
- **Allows the campaign to strategically respond in real time daily or hourly digitally through email, texts and social media based upon survey results.**
- **Survey results can be added to voter records in the campaign's voter database for predicting future vote and GOTV efforts.**

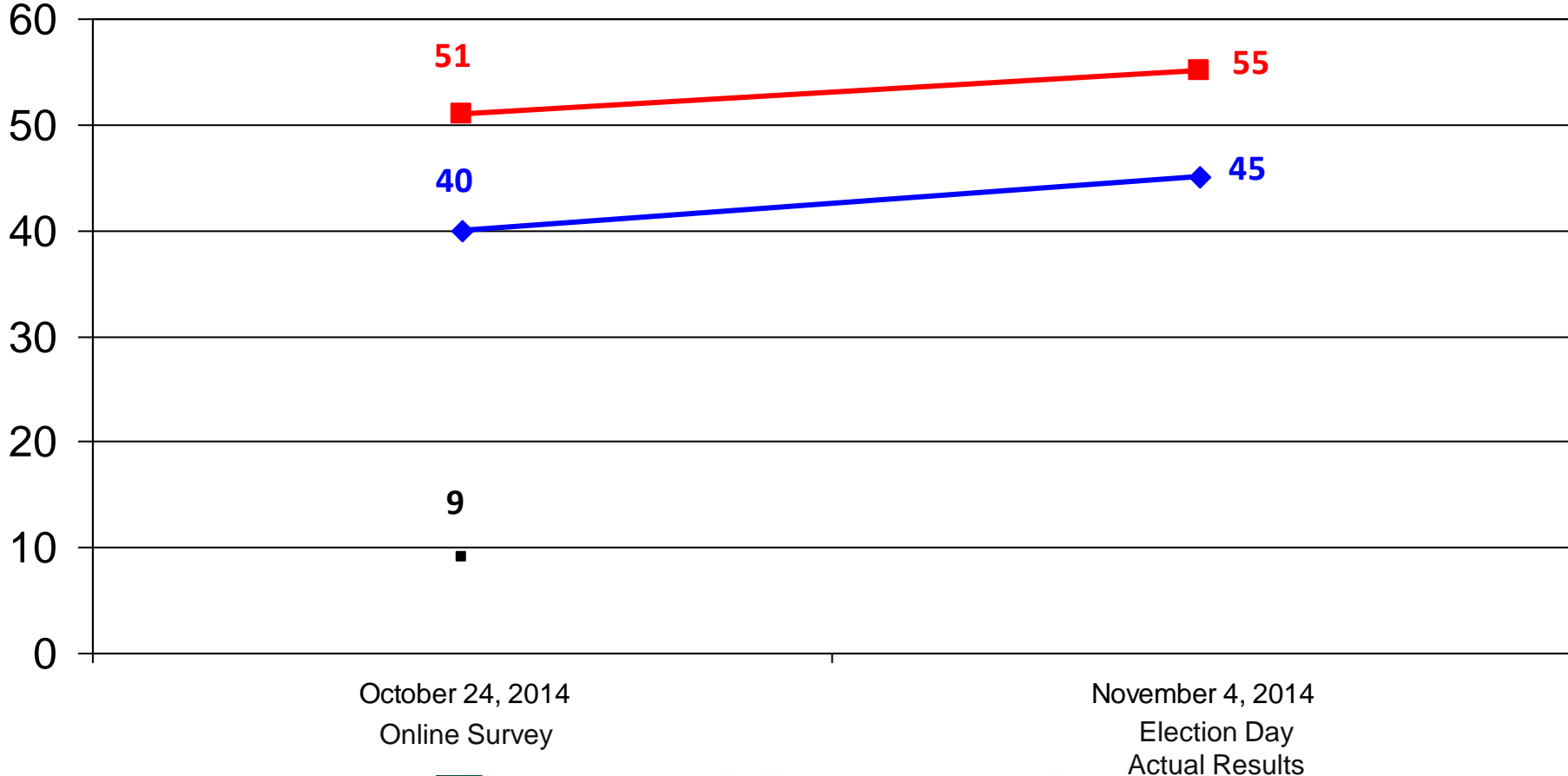
Successful November 2014 McLaughlinonline Voter Surveys

- 1. October 24 Online survey of 1627 voters in Virginia's 10th Congressional District forecasts Barbara Comstock winning by 15 points. Comstock wins on November 4th 56% to 40%.**
- 2. October 24 Online survey of 753 voters in New York's First Congressional District forecasts Lee Zeldin winning by 11 points. Zeldin wins on November 4th 55% to 45%.**



General Election For Congress

◆ Tim Bishop ■ Lee Zeldin ■ Undecided



For more information about McLaughlinonline Surveys and other services contact:

John McLaughlin
john@mclaughlinonline.com

Or,

Keith Zeig
kzeig@mclaughlinonline.com

Phone: 845-365-2000
www.mclaughlinonline.com