“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.”

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?

- USE CELL PHONE MORE: 46
- Cell Phone Only: 15
- Mostly Cell Phone: 31
- USE BOTH EQUALLY: 25
- USE LANDLINE MORE: 28
- Mostly Use Landline: 19
- Only Use a Landline: 9
- Ref.: 1

National Post-Elect
November 2014
Almost 9 in 10 Voters are on the Internet

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

- Facebook: 66
- Google+: 39
- LinkedIn: 17
- Twitter: 3
- Pinterest: 2
- Instagram: 2
- Other: 1
- On Internet/No Social: 20
- No Internet: 4
- No Computer: 7
- Refused: 3
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.
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

October 24, 2014
Online Survey

November 4, 2014
Election Day
Actual Results
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