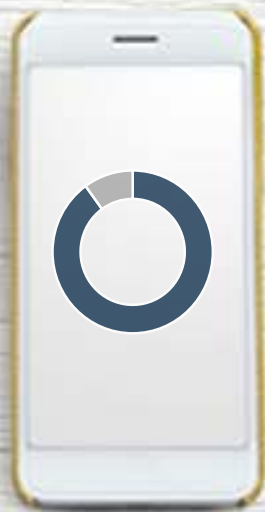




Can I Get Your Number?

Exploring The Impact of Cell Phones on Polling



90%
of Americans
have a cell phone

Centers for Disease Control and Prevention
<https://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201705.pdf>

51% have only
a cell phone



7% have only
a landline



Who You Gonna Call?

Cell phone respondents are more likely to be who you think they are. Including more cell phone interviews in a study makes it easier to ensure a poll is truly representative.



Name: Jane Doe
Gender: Female
Age: 35
Ethnicity: Black
Region: Northeast
Education: College Grad
Party: Independent

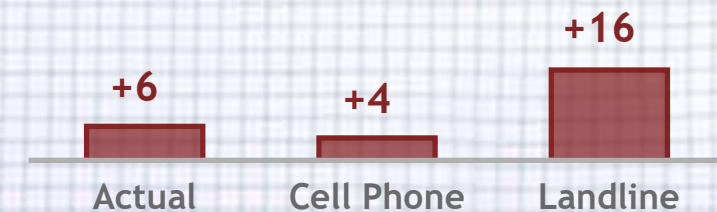


Name: ?
Gender: ?
Age: ?
Ethnicity: ?
Region: ?
Education: ?
Party: ?

Landlines Lean Right, But Cell Phones Are Right

Landline interviews tend to be more conservative in their responses than cell phone interviews, regardless of the respondent's age.

In 2018, ballot results from cell phone interviews aligned much closer to election results than landline interviews.



Republican Lead On Ballot

Combined Polling and Election Results from Regionally Disparate Interviews Across the U.S.