

A Professional Political Poll Will Tell You...

- Whether Or Not You Are Winning The Election
- Which Issues Are Most Likely To Influence All Voters - With Thermometer Scales Indicating the Relative Strength of All Issues
- How To Identify and Avoid “Kiss of Judas” Endorsements
- Which Issues Are Most Effective To Use Among Various Targeted Groups
- How Far Ahead Or Behind You Are When The Poll Is Taken
- What Percentage Of The Likely Voters Are Still Undecided And Where They Are Located
- How Well Voters “Like” You, Your Opponent And Other Political Figures
- What Geographic and Demographic Groups Contain The Undecided Voters
- What Geographic or Demographic Areas Need Development
- Whether You Are Winning Among Males and Among Females
- Whether You Are Winning Or Losing In Selected Geographic Regions
- Whether You Are Winning Or Losing Among Minority Voters
- Whether You Are Winning Or Losing Voters In Union Households
- Whether You Are Winning Or Losing Among Selected Income Levels
- Whether You Are Winning Or Losing In Selected Age Brackets
- What Positions To Avoid Based On Their Polarity Among The Electorate
- How To Phrase Positions and Issues for Maximum Effectiveness
- Which Political Endorsements Can Benefit Your Campaign
- How To Identify Voters Willing To Place Yard Signs In Nearly All Areas
- Which Voters Will Not Vote For You And Why
- How to Quickly Get Volunteers Who Like You And Will Support You
- How To Change The Mind Of Voters Who Will Definitely Vote Against You
- Which Media Outlets Are Most Effective In Reaching All Voters
- Which Media Outlets Are Most Effective In Reaching Undecided Voters
- From Which Public Figures To Seek Endorsements – And Which To Avoid
- If You Have A Chance To Win The Race
- If You If You Should Just Forget About It and Save a Lot of Time, Effort and Money.

Custom Designed Gold Standard Political Polling

Comprehensive benchmark polls are the foundation of any campaign – measuring the effectiveness of up to FIFTY issues and/or endorsements, PLUS the usage of social media, usage of traditional media outlets, projected voter turnouts, projected votes needed to win, reduced costs on voter lists with voting history and phone numbers and over 100 demographic characteristics, effectiveness of political internet blogs, demographic support levels of candidates sub sorted by religion, age, income and much, much more.

Our Gold Standard Polls are conducted ONLY by live interviewers and are scientifically stratified. They are often 30 minutes or more in length for each person interviewed and will uncover surprising, effective information about the targeted voting population. Based on the thermometers, candidates know exactly which issues to use and which media to use and how often to use it in order to win.

300 Respondents.....	\$ 4,500.00*
500 Respondents.....	\$ 7,000.00*
1000 Respondents.....	\$13,500.00*

Intermediate polls are designed when costs preclude a complete benchmark, generally in local campaigns. Limited to 20 candidates and/or issues. Limited analysis of social media, traditional media and blogs. Based on the thermometers, clients know which issues to hit hard, where they stand in vote totals and their hard/soft name ID levels among various demographic sub groups. Also includes the opportunity to buy complete voter lists with phone numbers, voting histories and over 100 demographic tags.

200 Respondents.....	\$ 1,950.00*
300 Respondents.....	\$ 2,500.00*
500 Respondents.....	\$ 3,950.00*
1000 Respondents.....	\$ 7,750.00*

*additional costs may be assessed in cities with over 500,000 population, certain areas of California or other areas requiring the use of multi-lingual interviewers.

Tracking polls are conducted in a very tight time frame. They are generally used after benchmark and intermediate polls to determine if the campaign is on course and if the candidate is on track to win. They include vote projections, hard/soft name ID levels, candidate thermometers and limited demographic analysis. Results via email.

150 Respondents.....	\$ 1,495.00
200 Respondents.....	\$ 1,950.00
300 Respondents.....	\$ 2,750.00
500 Respondents.....	\$ 3,950.00

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