



Surveying the electorate

A webinar on public opinion polling
methods and innovations

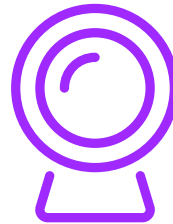


Housekeeping



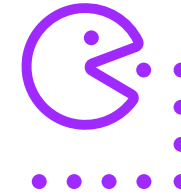
Chat and Presentation

You can ask questions throughout the presentation. If we don't have enough time to answer all the questions, we will follow-up post-webinar.



Q&A

Q&A session will take place after the presentation, and you can direct questions to our guest speakers too



Recording availability

Recording and presentation materials will be shared with all registrants via email

Speakers



Ashley Grosse, Ph.D.
EVP Head of Academic and
Public Affairs - Scientific
Research Group
YouGov



Brad Jones, Ph.D.
Senior Research Director,
Scientific Research - Scientific
Research Group
YouGov



Steven Snell, Ph.D.
Senior Vice President of
Research
Rep Data

What we'll cover today:

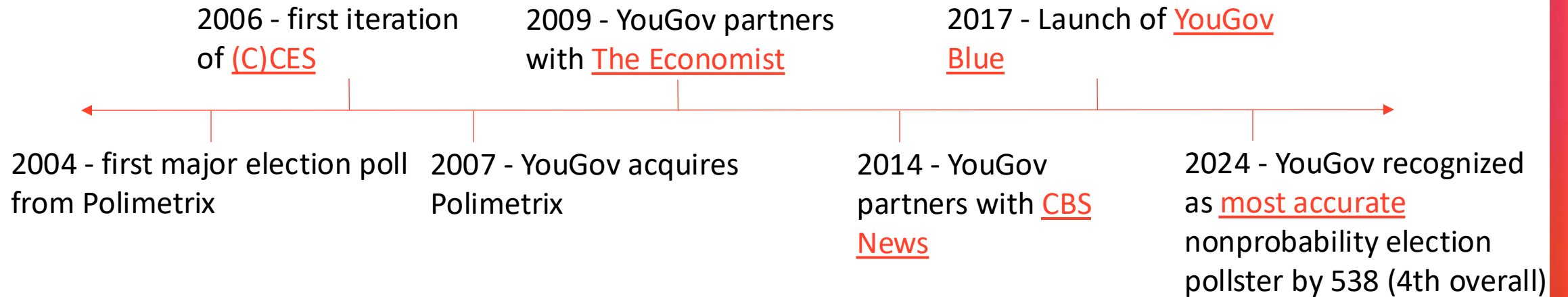
Where we've been

Where we are

Where we're going

Where we've been

A brief history of election polling at Polimetrix / YouGov



Lessons learned

- Data quality
- Changes in how respondents take our surveys
- Changes in calibration
- Research Defender

Where we are now

Custom projects

- Subpopulations
- Behavioral data
- Tracking misinformation
- Voter file matching
- Social networks

2024 CES

- 50,000+ interviews
- Pre/post election design
- Core set of common content
- Individual modules for each research team
- No more space on 2024, but new projects will be launched in 2025 and 2026

2024 Key states and key groups

- Decisive groups made up of indecisive voters
- New voters
- Irregular voters
- Key states (AZ, GA, MI, NV, PA)
- Voter file matching and calibration

Where we're going

What's next for ...

- Data quality
- Data collection
- New directions for survey research