There are several famous failures of federal election forecasts. In 1936, the popular magazine Literal Digest incorrectly predicted that Franklin Roosevelt would lose, based on a two-million responses mail-in survey [@Forecasting]. In the 2016 United States (US) federal election,

Representative polls have been used extensively to make election predictions, where randomly sampled individuals are asked who they would like to vote for. Although this approach has been proved to be effective, it is faced with several challenges: 1) the cost of time and money is becoming enormous; 2) the response rates are keeping decreasing in the past several decades. As a result, people are trying to use non-representative polls, together with the benefits of proper statistical adjustment. With this approach, one could make accurate predictions based on faster and less expensive survey sampling methods

multilevel regression with post-stratification (MRP)

Data