POLITICAL POLLING – PART II: PRACTICE OF POLLING
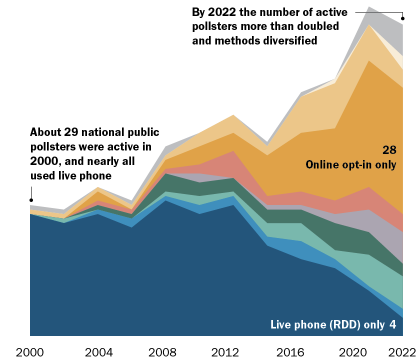
Data Analysis for Journalism and Political Communication
(Spring 2026)

Prof. Bell

TYPES OF SURVEY SAMPLES

As the number of public pollsters in the U.S. has grown, survey methods have become more diverse

Number of national pollsters using method(s)

By 2022 the number of active pollsters more than doubled and methods diversified

About 29 national public pollsters were active in 2000, and nearly all used live phone

28
Online opt-in only

Live phone (RDD) only 4

2000 2004 2008 2012 2016 2020 2022

Note: RDD refers to random-digit dial sampling. Refer to "How Public Polling Has Changed in the 21st Century" for a breakdown of other methods analyzed.
Source: Pew Research Center analysis of external data.

PEW RESEARCH CENTER

Types of Survey Samples

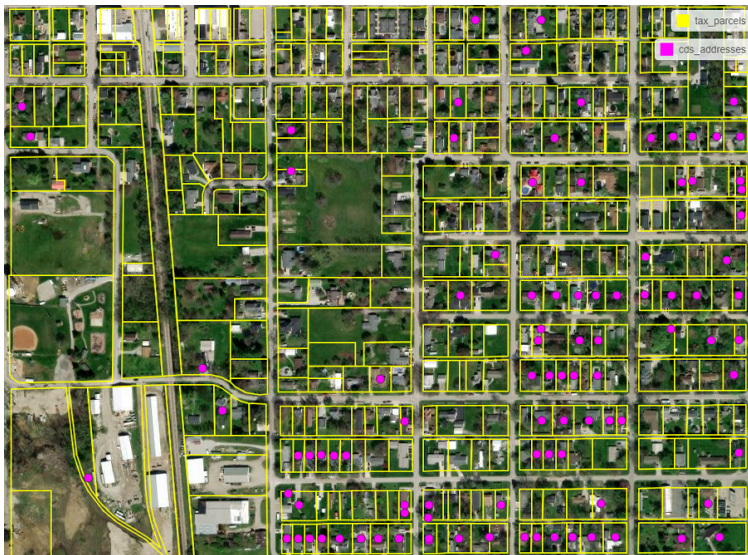- **Systematic Sampling**: Select every n^{th} unit of a population (e.g. exit polls)

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- **Random-digit Dialing (RDD)**: Randomly select area codes, and then random digits are added to the end to create 10-digit phone numbers
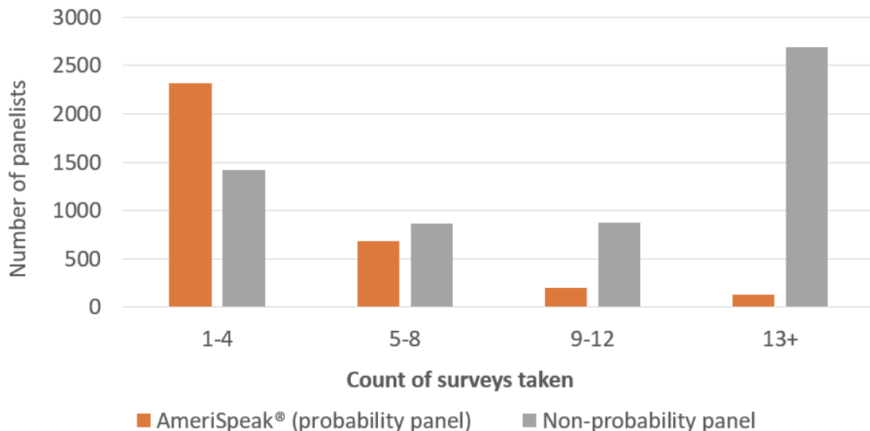
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- **Non-probability/Quota Sampling**: Pseudo-randomly selecting, from an opt-in pool of respondents, a sample that approximates the make-up of the general population

Types of Survey Samples

Table 1. Surveys taken in past 30 days by panel type (self-report)

Chart: Number of panelists (y-axis, 0 to 3000) by Count of surveys taken (x-axis: 1-4, 5-8, 9-12, 13+). Series: AmeriSpeak® (probability panel) and Non-probability panel.

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- However, AI models are still not good at "out-of-sample" inference, which means these synthetic personas may not generate good data

AI and Surveys

LLMs produce large errors across important demographic groups

The absolute difference in the proportion of each group that says say they ___ of Trump's job performance, minus the percent among each group that gets the same response from the LLM.
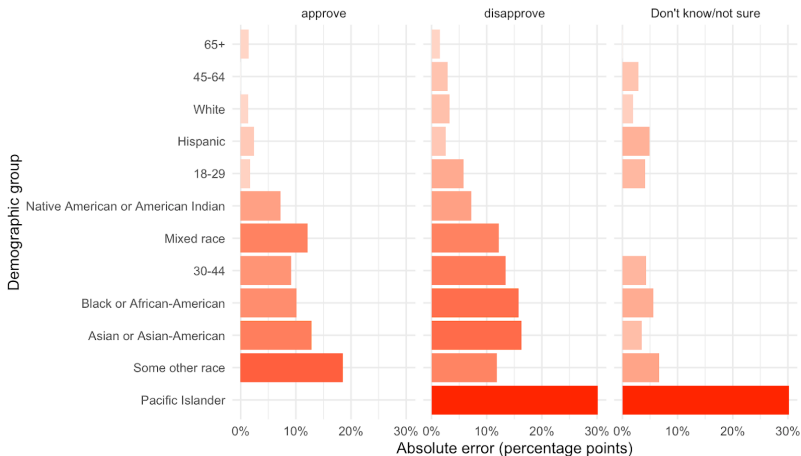
Writing Good Surveys

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Do you support or oppose a ban on each of the following:

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
TikTok	○	○	○	○
Diversity, Equity, and Inclusion (DEI) initiatives	○	○	○	○
Transgender collegiate athletes participating on sports teams different than their sex assigned at birth	○	○	○	○
Dynamic ticket pricing, where companies change ticket prices based on demand	○	○	○	○
Daylight Saving Time	○	○	○	○

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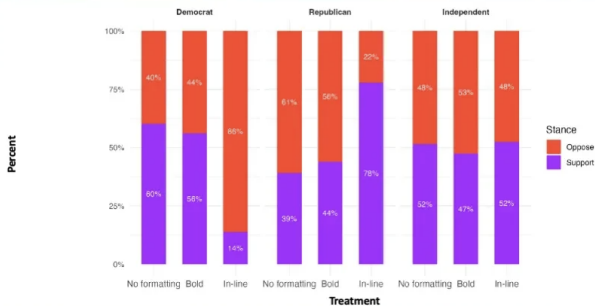
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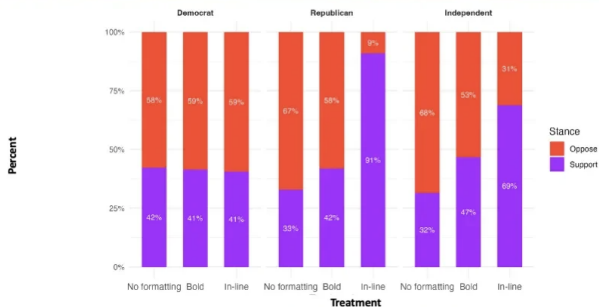
Writing Good Surveys

- As with data visualization, we have to assume that we have a limited amount of the respondent's attention
- The goal of survey design is to *minimize* cognitive load and *maximize* specificity, but these two goals are often in tension
- When the cognitive load on respondents is too high, they are likely to engage in **satisficing** or exit the survey entirely (known as survey attrition).

Writing Good Surveys

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4. Saying "don't know"
5. Mental coin-flipping

Writing Good Surveys

Prior studies of 'bogus respondents' show large errors among young people

Average % of U.S. adults who answered "yes" to at least 10 of 16 yes/no questions

	Probability-based panels	Opt-in samples
Ages 18-29	1	15
30-64	1	8
65+	0.1	0.3
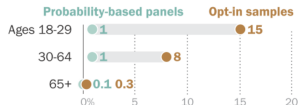
% of U.S. adults who say they are licensed to operate a class SSGN submarine

	February 2022 opt-in sample
Ages 18-29	12
30-60	5
61+	1
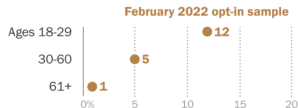
Source: Results for yes/no questions represent the mean values across three probability-based panels and across three online opt-in samples, originally reported in Pew Research Center's "Comparing Two Types of Online Survey Samples." Results for adults licensed to operate a class SSGN submarine are based on a Center survey experiment conducted Feb. 1, 2022, among an opt-in sample of U.S. adults.

"Online opt-in polls can produce misleading results, especially for young people and Hispanic adults"

PEW RESEARCH CENTER

How Can We Avoid Satisficing?

Methods 101: Question Wording (Pew Research Center)

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8. Pre-test your survey

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AJ Thurston, PhD
@AJThurston

...

So that later in my survey where I use a different measure that has 1 = low and 5 = high my survey will look even better by contrast, then, just to crush participants spirits, we ask them to enter their phone number for a follow-on survey using a slider input:

Please enter your phone number:

2158559745

Finding Polling Data

Link to Roper iPoll

In-Class Exercise

1. Search for a topic that you are interested in and select a question
2. Calculate the margin of error for the response options of interest (i.e., ignore "don't know"). Are you confident that there is a difference between these proportions?
   - Recall the formula for margin of error from last week: $1.96 * \sqrt{(p * (1 - p))/n}$
3. Evaluate the question wording. Is this a well-written survey question? Why or why not?