



Let's Talk About Strats, Baby!

Exploring Stratification & The Samples They Inform

Part 1: Perhaps the single most important aspect of public opinion research is ensuring that your results are an accurate representation of the universe you need to reach. This is where some fanaticism comes into play.



What Happened In The Past?

We start by researching what happened in previous elections in the area we're looking at. Historic data can be hard to find and often requires contacting:

- Individual county election officials
- Local party offices
- Third-party sources
- Local election results



What's Happening Now?

Next we research what the area looks like today. We always start with the U.S. Census Bureau's most recent population data.

When the Census isn't enough, we cross reference multiple sources and use the datasets that offers the most integrity. Sometimes these are:

- Local county censuses
- Commercial data
- Voter rolls



What's Going To Happen?

Once all this data has been compiled, the two sources are married in a way to indicate:

- Who is in the area
- Who is going to show up on Election Day