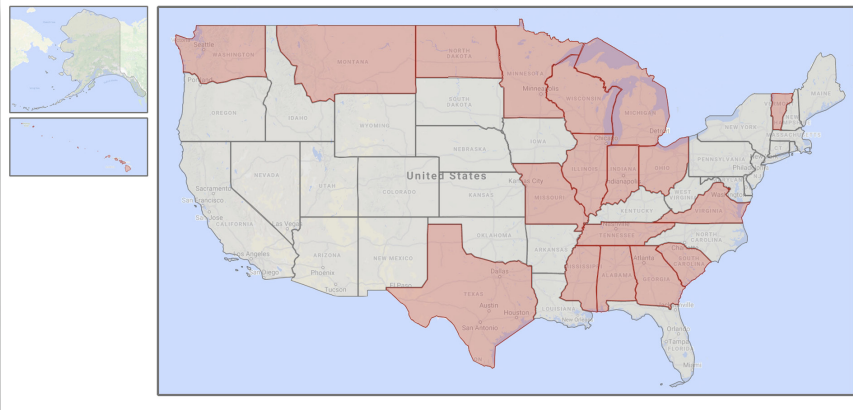




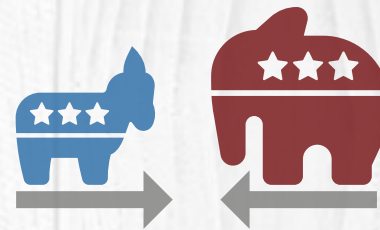
The President Has A Lot Of Weight

Exploring The Impact Of President Trump On Polling



40% Of States Don't Register By Party

In those states, asking respondents who they voted for in the 2016 Presidential Election helps get a reliable read on partisanship.



In states where voters do register by party, 2016 Presidential Election responses help to mitigate respondent tendency to overstate their likelihood of being party crossers.

You Can't Predict The Future, If You Don't Look At The Past

Ragnar Research observed significant changes in the ballot on all races polled pre- and post- weighting to the 2016 Presidential Election. In some cases, it caused a swing of up to 10 points. By utilizing Presidential margin weighting, Ragnar Research dramatically improved the overall accuracy of ballot results.

