FUTURE OF EXIT POLLING
CHALLENGES AND OPPORTUNITIES

- New ways of voting
- Diverse, multicultural societies
- Regulatory challenges
- Public attitudes
- Technological innovations
- Changing methodologies
- A crowded playing field
- Economics
NEW WAYS OF VOTING

– Increasing emphasis on making voting more convenient

– New technologies permit different modes
  – Early voting
  – Voting by mail
  – Voting convenience centers
  – Will Internet voting be far away?
DIVERSE, MULTICULTURAL SOCIETIES

– More diverse and complex societies introduce complexities in exit polls
  – Translation and language issues
  – Race/ethnicity of interviewer
  – Cultural sensitivities
REGULATORY CHALLENGES

- Governments are becoming more active in regulating surveys of all kinds, including exit polls
  - More restrictions on access to the polling places
  - Privacy regulations
  - Publication bans, concerns about effects
PUBLIC ATTITUDES

– General distrust of institutions
– Declining response rates for opinion surveys
TECHNOLOGICAL INNOVATIONS

– New technologies for exit polling
  – Hand-held devices
  – Internet surveys

– New technologies for voting
  – Paper ballots give way to voting machines, touch screens
  – Internet voting?
CHANGING METHODOLOGIES

– Internet panels
– Registration based sampling
– Address based sampling
– Mobile devices
– Social media
CROWDED PLAYING FIELD

– More exit polls being done by parties other than the media
  – Academics
  – Interest and political groups
  – Commercial ventures
Financial crisis is facing traditional media sponsors of exit polls

New methodologies and technologies lower costs, increase the gulf between traditional and new methodologies

Pressures to abandon trusted techniques
PREDICTIONS

- Exit polls will not go away in the United States
- They will change, and possibly a new model of sponsorship may evolve
- There will be more competition from other models, especially “exit polls” built on Internet panels
- New methods will emerge that will be a hybrid of old and new approaches