

AP



NORC

at the UNIVERSITY *of* CHICAGO

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



ECONOMICS

- **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**