

Pew Research Center

RESEARCH TOPICS ▼

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Read our research on: Middle East | Immigration | Supreme Court

ABOUT US

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Research Topics Methodological Research

### **Methodological Research**

REPORT | JUL 1, 2024

Survey Basics Survey Methods

Online Surveys

Data Science

U.S. Census

International Survey Methods

### **Public Opinion Polling Basics**

By the end of our free, five-lesson course, you will know why we have polls, what the different kinds of polls are, how polling works and what you should look for in a poll.



SHORT READ | AUG 28, 2024

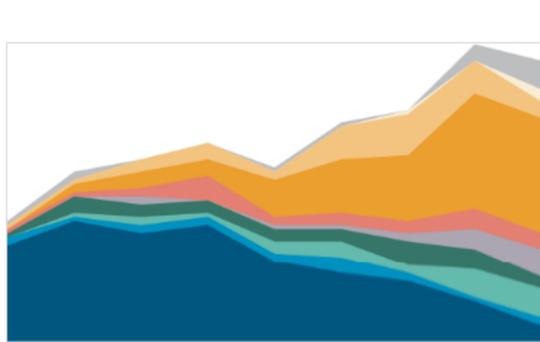
Key things to know about U.S. election polling in 2024

Research Explainers



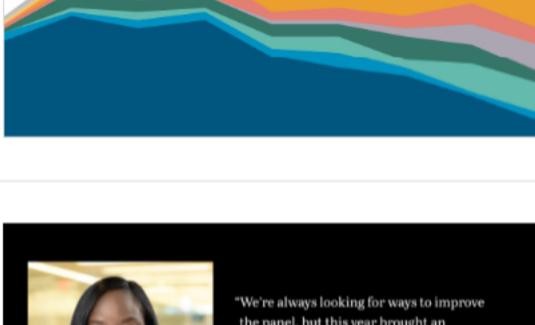
REPORT | APR 19, 2023

How Public Polling Has Changed in the 21st Century



SHORT READ | JUN 26, 2024

Q&A: What is the American Trends Panel, and how has it changed?





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The latest on survey methods, data science and more, delivered quarterly.

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#### All Methodological Research Publications

Displaying 1 - 10 of 374 results



REPORT | JUN 26, 2025

Behind Trump's 2024 Victory, a More Racially and Ethnically Diverse **Voter Coalition** 

Pew Research Center's in-depth study of its survey respondents who voted in the 2024 election examines turnout, voting patterns and demographics.

SHORT READS | APR 3, 2025

Q&A: Why and how we compared the public's views of artificial intelligence with those of AI experts

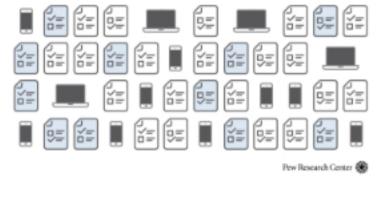
In this Q&A, we speak with Brian Kennedy, a senior researcher at the Center, on why and how we conducted the survey of AI experts.

FACT SHEET | JUL 8, 2024

National Public Opinion Reference Survey (NPORS)

NPORS is an annual survey of U.S. adults conducted by the Pew Research Center used to to produce benchmark estimates for several topics.

REPORT | JUL 8, 2024



How Pew Research Center Uses Its National Public Opinion Reference Survey (NPORS)

In 2020, Pew Research Center launched a new project called the National Public Opinion Reference Survey (NPORS). NPORS is an annual, cross-sectional survey of U.S. adults. Respondents can answer either by paper or online, and they are selected using address-based sampling from the United States Postal Service's computerized delivery sequence file.



FEATURE | JUL 1, 2024

Quiz: Test your polling knowledge

Test your knowledge of public opinion polling by taking our 10-question quiz.



SHORT READS | JUN 26, 2024

How do people in the U.S. take Pew Research Center surveys, anyway? Here, we address some of the most common questions we receive about the nuts and bolts of

taking a U.S.-focused Pew Research Center poll.

In this post, we discuss reproducibility as a part of Pew Research Center's code review process.



DECODED | MAR 28, 2024 Reproducibility as part of code quality control

30-64 1 08

SHORT READS | MAR 5, 2024

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

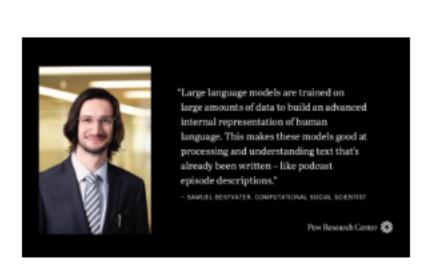
We examine how an opt-in poll may have unintentionally misled the public about the sensitive issue of Holocaust denial among young Americans.



DATA ESSAY | FEB 12, 2024

## Who Are You? The Art and Science of Measuring Identity

As a shop that studies human behavior through surveys and other social scientific techniques, we have a good line of sight into the contradictory nature of human preferences. Here's a look at how we categorize our survey participants in ways that enhance our understanding of how people think and behave.



SHORT READS | FEB 6, 2024

Q&A: How we used large language models to identify guests on popular podcasts

We asked researchers how they used the newest generation of large language models to analyze roughly 24,000 podcast episodes.

## **Signature Reports**



REPORT | NOV 19, 2019

#### A Field Guide to Polling: Election 2020 Edition

While survey research in the United States is a year-round undertaking, the public's focus on polling is never more intense than during the run-up to a presidential election.

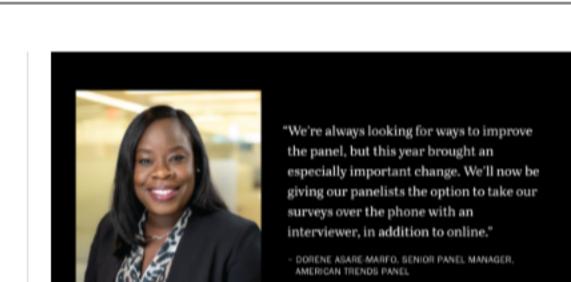
## Number of benchmarks Avg. absolute error \_\_ MORE (percentage points)

REPORT | SEP 7, 2023

1 2 3 ... 38

#### Comparing Two Types of Online Survey Samples

Pew Research Center conducted a study to compare the accuracy of six online surveys of U.S. adults - three from probability-based panels and three from opt-in sources. On average, the absolute error on opt-in samples was about twice that of probability-based panels.



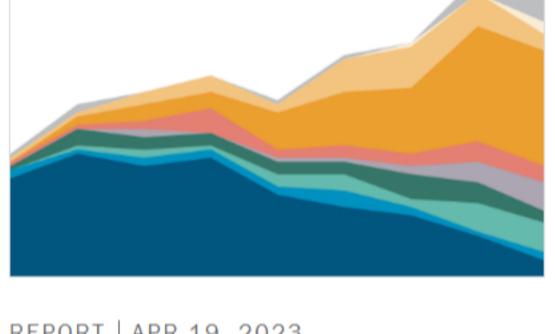
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SHORT READ | JUN 26, 2024

#### Q&A: What is the American Trends Panel, and how has it changed?

Members of the American Trends Panel

can now take our surveys online or over the phone with an interviewer.



REPORT | APR 19, 2023

## Changed in the 21st Century

**How Public Polling Has** 

A new study found that 61% of national pollsters used different methods in 2022 than in 2016. And last year, 17% of pollsters used multiple methods to sample or interview people – up from 2% in 2016.

# **Features**



FEATURE | JUL 16, 2019 Methods 101: How is polling done

around the world?



Video: Can we still trust polls?



VIDEO | MAY 12, 2017

Methods 101: Random Sampling

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## Politics & Policy

**RESEARCH TOPICS** 

International Affairs Immigration & Migration Race & Ethnicity Religion Age & Generations

Gender & LGBTQ

# QUIZ | JUL 1, 2024 Quiz: Test your polling knowledge

Family & Relationships

Internet & Technology

News Habits & Media

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Science

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