

Methodological Research

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REPORT | JUL 1, 2024

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.



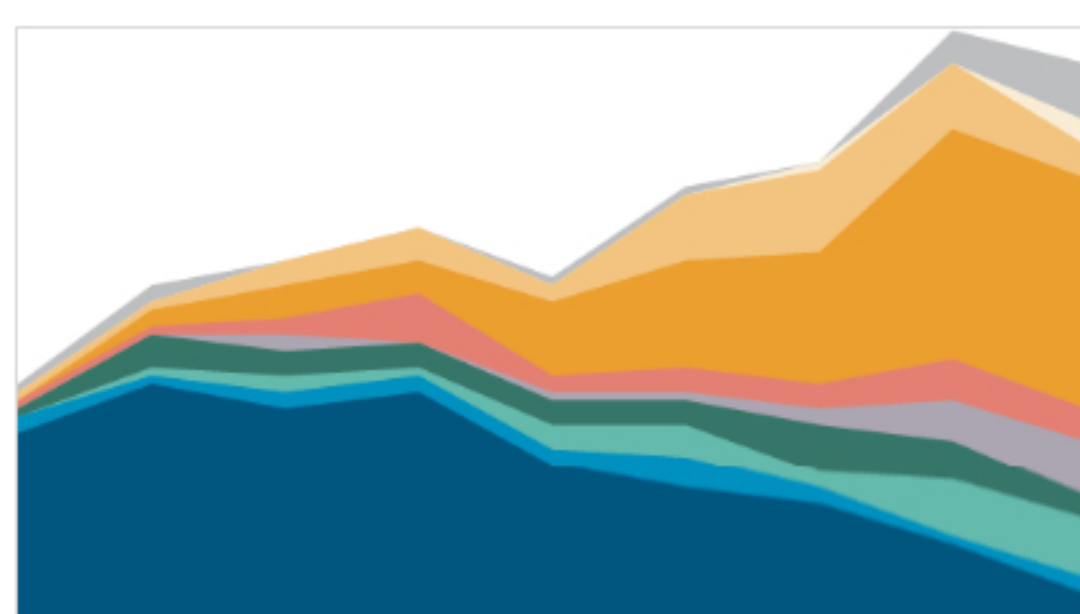
SHORT READ | AUG 28, 2024

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



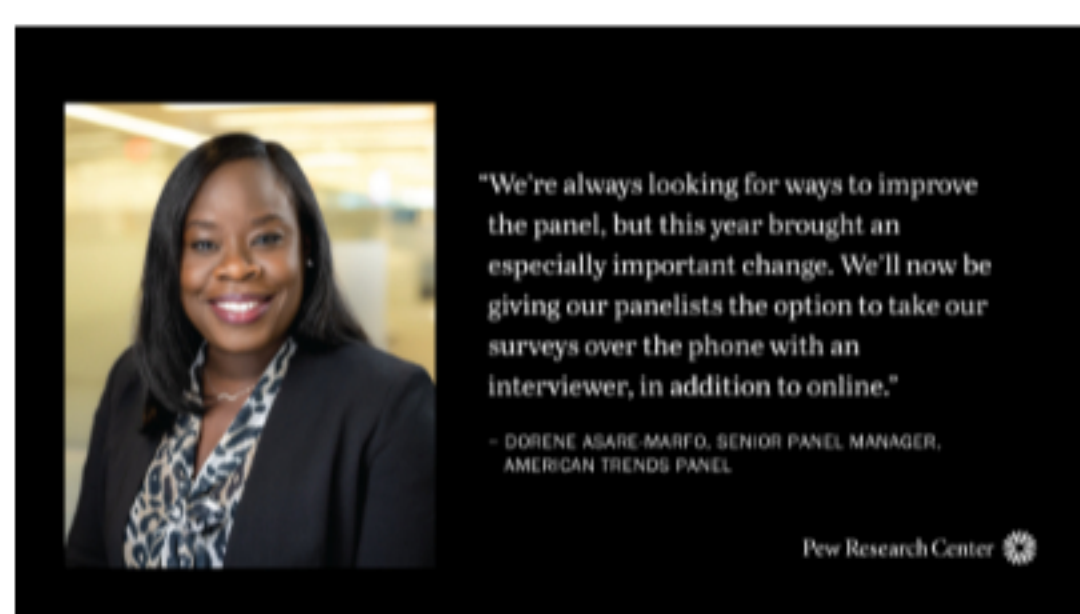
REPORT | APR 19, 2023

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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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 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?

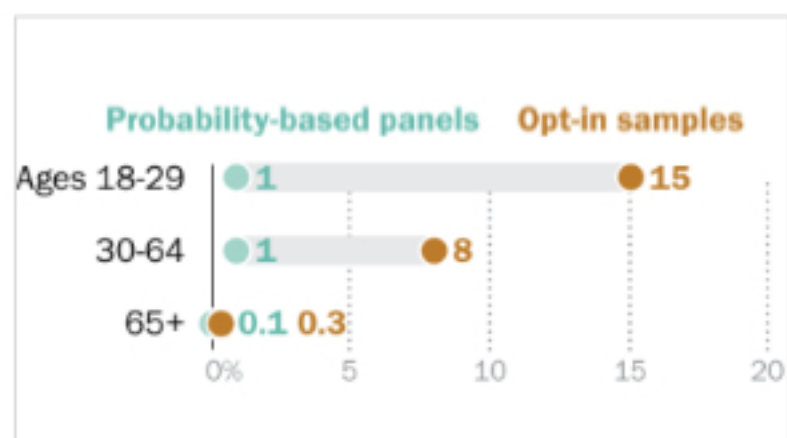
Here, we address some of the most common questions we receive about the nuts and bolts of taking a U.S.-focused Pew Research Center poll.



DECODED | MAR 28, 2024

Reproducibility as part of code quality control

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



SHORT READS | MAR 5, 2024

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

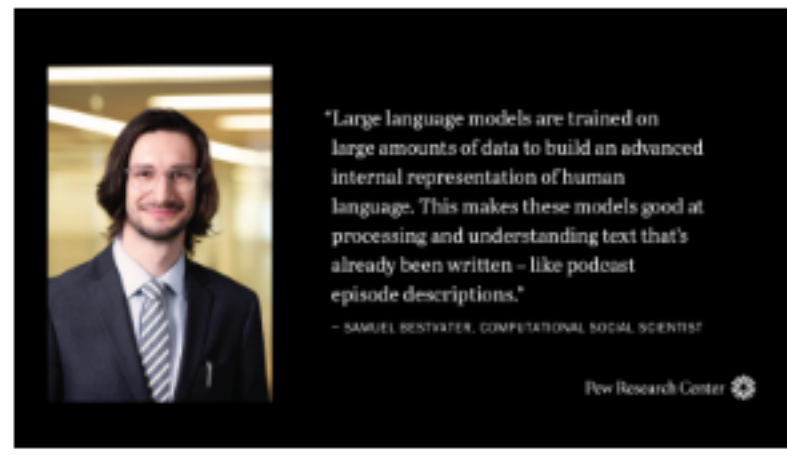
We examine how an opt-in poll may have unintentionally misled the public about the sensitive issue of Holocaust denial among young Americans.



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

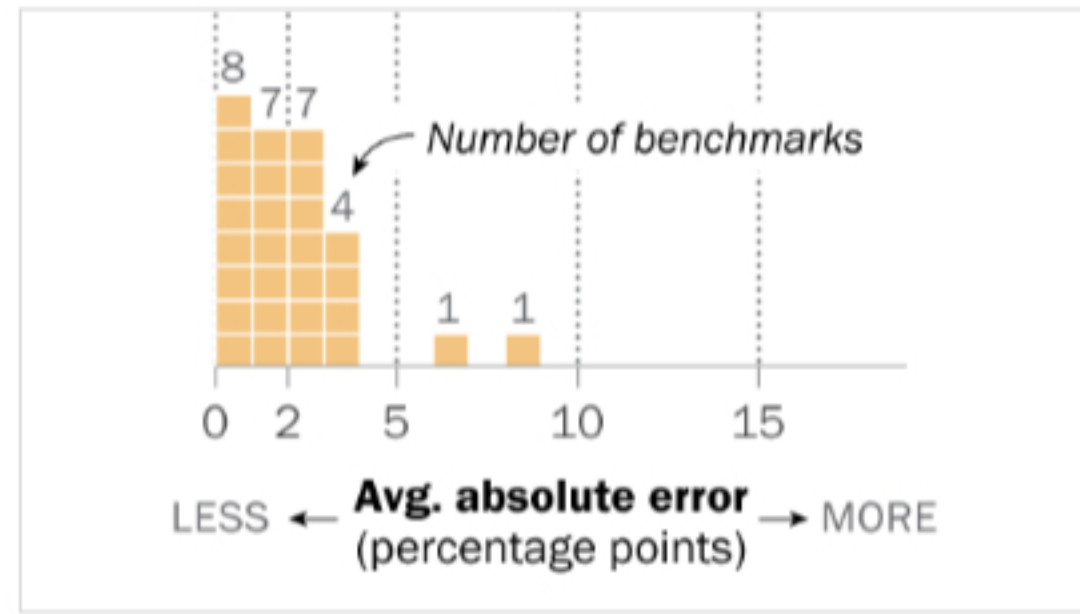
While survey research in the United States is a year-round undertaking, the public's focus on polling is never more intense than during the run-up to a presidential election.

Features



FEATURE | JUL 16, 2019

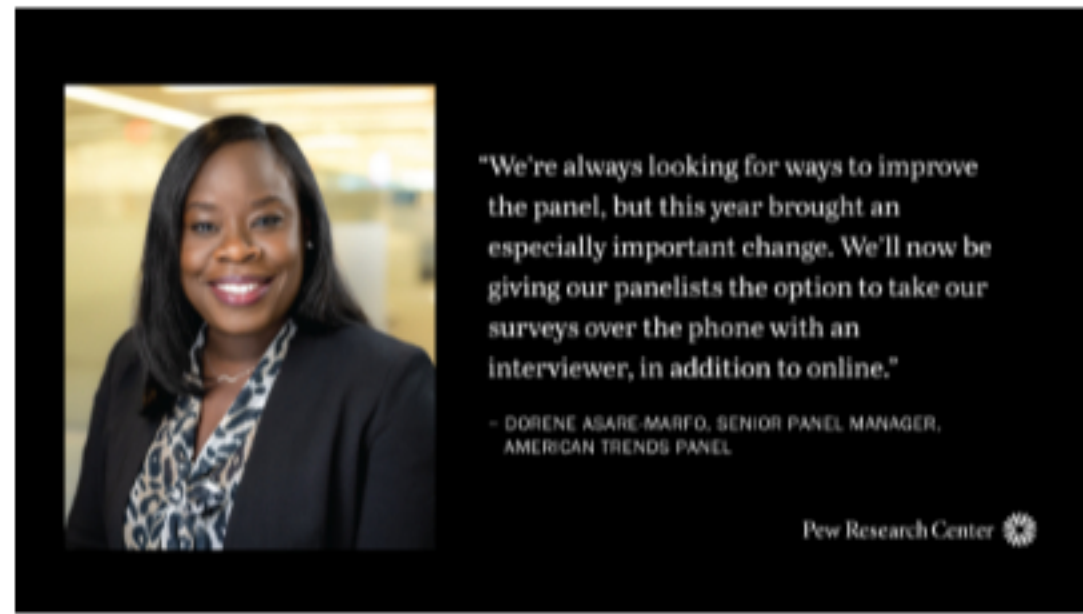
Methods 101: How is polling done around the world?



REPORT | SEP 7, 2023

Comparing Two Types of Online Survey Samples

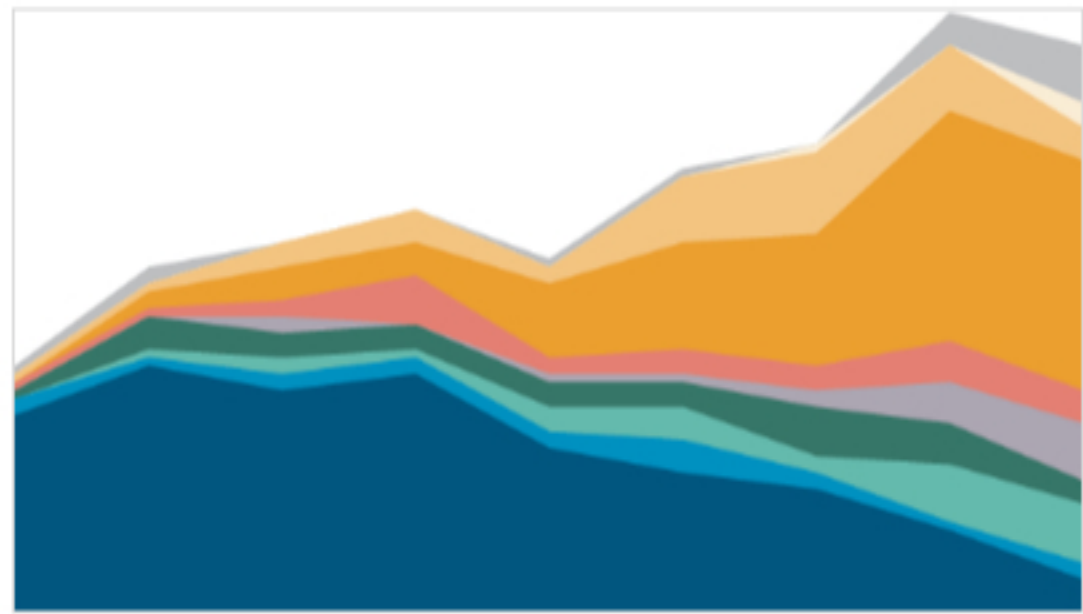
Pew Research Center conducted a study to compare the accuracy of six online surveys of U.S. adults – three from probability-based panels and three from opt-in sources. On average, the absolute error on opt-in samples was about twice that of probability-based panels.



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

How Public Polling Has Changed in the 21st Century









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.

RESEARCH TOPICS

- Politics & Policy
- International Affairs
- Immigration & Migration
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- Family & Relationships
- Economy & Work
- Science
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