SurveyResearch @SurveyMonkey
The Way Forward

- Need for theory

- Need for principles, research best practices, and reporting standards

- Real people are reachable, just not how we’ve done it for decades
MVP solutions in political polling

• Scale
• Heterogeneity
• No/correctable self-selection
SurveyMonkey by the numbers

- **500K** Surveys sent out every month
- **50M** Surveys finished every month
- **90M** Unique visitors every month
Not just “surveys”

- Performance reviews
- Nonprofit surveys
- Employee satisfaction
- Parent feedback
- Forms
- Customer feedback
- Event planning
- Tests and quizzes
- Product research
- Training
Geographic diversity

SurveyMonkey Monthly Traffic Density

U.S. Population Density
Geographic diversity
So what now?
### SurveyMonkey Vs. Pollster

**Experimental Polls Show Less Bias & Total Error**

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Median</th>
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<tbody>
<tr>
<td><strong>Bias</strong></td>
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<tr>
<td>SurveyMonkey: All</td>
<td>+0.3%D</td>
<td>+0.2%R</td>
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<tr>
<td>SurveyMonkey: RV</td>
<td>+1.0%R</td>
<td>+1.4%R</td>
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<tr>
<td>SurveyMonkey: LV</td>
<td>+2.4%R</td>
<td>+1.9%R</td>
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<tr>
<td>Pollster</td>
<td>+4.2%D</td>
<td>+3.8%D</td>
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<table>
<thead>
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<tbody>
<tr>
<td><strong>Total Error</strong></td>
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<tr>
<td>SurveyMonkey: All</td>
<td>4.2%</td>
<td>3.4%</td>
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<tr>
<td>SurveyMonkey: RV</td>
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<tr>
<td>SurveyMonkey: LV</td>
<td>4.8%</td>
<td>4.0%</td>
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<td>Pollster</td>
<td>5.3%</td>
<td>4.1%</td>
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SurveyMonkey Polls Vs. Election Results

Democrats Outperformed Polls

Republicans Outperformed Polls

Individual SurveyMonkey Polls

Regression Line

Vote Results

SurveyMonkey Results
UK – May 2015

Which way will you swing in May?
Share your thoughts ahead of the general election.

Take the survey

Your responses will remain confidential and are for research purposes only.

Powerful surveys & analysis
20+ million customers worldwide
Trusted by 99% of the Fortune 500

Create Your Own Survey

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British election project overview

• Conducted April 30 to May 6
• Reported on interviews with 18,131 voters
• Average click-thru rate of 16 percent
• Compelling campaign storyline
  - Unpopular PM, economy as No. 1, SNP
• Conservatives +6 over Labour
Thank you!

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