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The Voter Poll by SSRS™

Methods Statement – November 3, 2026

Overview

The 2026 Voter Poll by SSRS is an independent survey of 2026 voters conducted on behalf of ABC, the Associated Press (AP), CBS, CNN, Fox News Media, MSNOW, and NBC. Between October 19th and November 3rd, the Voter Poll interviewed over 100,000 voters at voting locations, online, and by telephone producing a national sample of over 80,000 and state-level samples for all 50 states. The poll should be referred to as **The Voter Poll by SSRS** or **The <NEWS ORGANIZATION> Voter Poll by SSRS**. The news organizations together prepare the questionnaire. More information about SSRS can be obtained by visiting www.ssrs.com.

The 2026 poll includes representative samples of registered voters in all 50 states and nationally[1]. The Voter Poll combines data collected from verified registered voters online and by telephone, with data collected in-person from Election Day voters (at sampled precincts) in 15 states and in-person at sampled early-voting centers in Alaska. Respondents can complete the poll in English or Spanish[2]. The overall margin of sampling error for voters, accounting for design effects, is plus or minus 0.5 percentage points nationally. Overall sample sizes and margins of sampling error by state are reported at the end of this document.

Pre-Election Voter Poll

Overall, 81,290 registered voters are surveyed online and by telephone prior to election day. Respondents are drawn from a multi-frame sample that combines a registration-based sample (RBS) selected from a voter file, obtained from L2, with L2-matched voters sampled from the SSRS Opinion Panel and Verasight's Verified Panel. Some respondents to the pre-election survey receive a small monetary incentive for completing the survey. Pre-election survey sample sizes by each source and state are reported in Table 1.

Pre-election survey respondents who have not voted at the time of their initial response, are recontacted between 5:00pm (local time) on Monday, November 2nd and through near poll

[1] No respondents were sampled from Washington, DC in 2026 because their inclusion would not impact the national balance of power.
[2] Spanish-language questionnaires are available to all non-in-person respondents as well as in-person respondents in states with significant Hispanic populations.

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closing in each state on Tuesday, November 3rd (Election Day) to verify if and by what method they voted, along with their final vote choice(s).

For respondents who are successfully recontacted, their final vote-choice is recorded based on the recontact interview. For respondents who do not complete the recontact, their initial vote-choice is treated as final.

Registration-Based Sample (RBS)

The RBS is randomly selected using stratified systematic sampling from the voter file, which SSRS licenses, in full, from L2. The combined RBS and SSRS Opinion Panel sample (described below) is designed to be representative of registered voters in each state. The RBS design involved stratification by voter-file variables historically correlated to response rates to ensure groups with traditionally lower response rates are represented in the sample. The final results are weighted to adjust for probability of selection in the sample.

Sampled voters are invited to participate in the study through multiple contact methods, including a mailed postcard, SMS (text-message) invitation to sampled voters who have a cell phone number on file, email invitations to those with an email address on file, and multiple telephone call attempts to a subsample of voters with a telephone number on file. Upon receipt of the postcard, sampled voters can complete the survey online (including by scanning a QR code on mobile devices) or by calling a toll-free number.

Respondents who say they are younger than 18, do not provide an age, or say they are not registered to vote in the state on file during initial screening, are excluded from the survey. Those who indicate that they are not the named person on the voter file are also excluded from analysis.

SSRS Opinion Panel Sample

The SSRS Opinion Panel is a nationally representative panel of U.S. adults, recruited entirely through probability-based sampling. The majority of SSRS Opinion Panel members are recruited using a stratified Address Based Sample (ABS) design. Additionally, SSRS recruits panelists from random prepaid cell phone samples, which helps increase representation for harder-to-reach populations.

Panelists with internet access participate via web while all non-internet respondents (including those who have internet but are unwilling to take surveys online) participate by phone. All panelists sampled from the SSRS Opinion Panel for The Voter Poll are registered voters who could be matched to the L2 voter file (as of October 20, 2026). All potential respondents are

screened by age, state of residence, and voter registration status prior to administering the survey.

Verasight Voter-File Matched Sample

Verasight panelists are recruited through both probabilistic and non-probabilistic approaches. Specifically, Verasight employs random address-based sampling, random person-to-person text messaging, and online targeting through advertisements.[3] Respondents to The Voter Poll are recruited either from existing Verasight panelists, or directly into this poll, and then verified to be qualified registered voters. Verasight respondent-verification includes phone verification when respondents enter the panel, ongoing passive verification of responses, and data quality checks at the time of each survey. Verasight respondents are screened for age, state of residence, and voter registration status. Respondents included in The Voter Poll are matched to the L2 voter file and deduplicated against the RBS and Opinion Panel samples by using L2's unique voter identifier.

Alaska Early-Vote Center Exit Poll

In order to ensure a sufficient number of pre-election surveys were completed in Alaska, in-person interviews (exit polls) with voters were conducted at five early vote locations between October 19th through October 30th. Early vote centers were selected using a probability proportionate to the size of the early in-person turnout (within the administrative region) in the November, 2024 general election. For each selected early-vote center, two shifts were randomly selected for exit polling, yielding a total of 10 early-vote exit polling shifts across the state. Voters are primarily invited to complete the survey electronically on a tablet. Paper questionnaires are also available and offered if needed. At each location, an interviewer approaches every *n*th voter as they exit the polling place, with a target of at least 50 voters completing a questionnaire at each precinct. The exact number of questionnaires from each location depends on voter turnout and respondent cooperation. The number of completed in-person early-vote questionnaires from Alaska can be found in Table 1.

Election Day Exit Poll

In 2026, we conducted in-person interviews (exit polls) with voters at polling places in in fifteen states: Alaska, Florida, Georgia, Iowa, Maine, Michigan, Minnesota, Nebraska, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Texas, and Wisconsin. Within each state, about

[3] In The 2026 Voter Poll, approximately 66% of the Verasight respondents were sampled probabilistically. This percentage ranged from 8% to 95% depending on the state.

thirty in-person[4] exit polling locations were selected using a probability measure proportionate to the Election-Day turnout at the precinct in the November, 2024 general election. At each location, an interviewer approaches every *n*th voter as they exit the polling place, with a target of at least 50 voters completing a questionnaire at each precinct. The exact number of questionnaires from each location depends on voter turnout and respondent cooperation. The number of completed in-person questionnaires by state can be found in table 1.

Table 1: The Voter Poll Sample Sizes by Source and State

	Pre-election Voter Poll			
State	Combined Probability Sources[1]	Verasight	**Election Day Exit Poll[2]**	**Total**
National	28,876	52,414	0	81,290
AK	1,317	754	881	2,952
AL	361	601	0	962
AR	132	390	0	522
AZ	1,329	3,694	0	5,023
CA	1,781	2,744	0	4,525
CO	391	623	0	1,014
CT	360	599	0	959
DE	101	403	0	504
FL	1,411	1,710	1,518	4,639
GA	1,078	1,568	1,552	4,198
HI	84	404	0	488
IA	1,047	1,932	1,715	4,694
ID	276	529	0	805
IL	698	979	0	1,677
IN	92	359	0	451
KS	315	725	0	1,040
KY	331	619	0	950
LA	300	599	0	899
MA	377	670	0	1,047
MD	401	609	0	1,010
ME	881	1,727	1,687	4,295
MI	1,101	2,117	1,509	4,727
MN	922	1,626	1,384	3,932
MO	80	411	0	491

[4] There are two exceptions to the 30 location samples: In Alaska, 20 election-day locations were selected, with an additional 10 shifts of exit poll interviews conducted at five early-voting locations; in Michigan, 32 precincts were sampled in order to ensure representativeness across the MI electorate.

Table 1: The Voter Poll Sample Sizes by Source and State (continued)

State	Pre-election Voter Poll: Combined Probability Sources[1]	Pre-election Voter Poll: Verasight	Election Day Exit Poll[2]	Total
MS	256	740	0	996
MT	311	717	0	1,028
NC	1,113	2,325	1,521	4,959
ND	47	184	0	231
NE	905	2,076	1,260	4,241
NH	905	1,711	1,746	4,362
NJ	507	734	0	1,241
NM	376	600	0	976
NV	727	1,901	1,404	4,032
NY	1,047	1,494	0	2,541
OH	1,032	1,862	1,971	4,865
OK	331	643	0	974
OR	360	641	0	1,001
PA	1,163	1,516	1,757	4,436
RI	218	506	0	724
SC	392	602	0	994
SD	326	614	0	940
TN	402	581	0	983
TX	1,801	2,591	853	5,245
UT	56	259	0	315
VA	547	687	0	1,234
VT	108	383	0	491
WA	92	375	0	467
WI	1,036	1,498	1,237	3,771
WV	104	401	0	505
WY	109	381	0	490

[1]The pre-election probability-based sample includes RBS, SSRS Opinion Panel and in-person early voting exit poll sample (in AK). These sources were designed to complement one another and are, therefore, presented in aggregate in this table.
[2]The in-person exit poll sample is also a probability-based sample.

Quality Control

The pre-election survey includes multiple checks designed to ensure the quality of the final data. Specifically, the survey includes a question designed to establish that respondents are paying attention as well as automated checks of missing data and speeding. Cases that fail the attention-check question, those with over 30% item non-response, and cases with a length less than 30% of the mean length by mode are flagged and reviewed. Cases are removed from the

data if they fail two or more of these quality checks. Additional automated quality checks for the Verasight sample include metadata verification designed to ensure respondents are who they say they are.

Weighting and Combining Samples

The Voter Poll employs a multi-step weighting approach that blends the pre-election survey samples to be representative of registered voters in each state and then uses voter-file based statistical models and survey responses to combine the pre-election and Election-Day surveys to be representative of the estimated 2026 electorate in each state.

Pre-Election Survey Respondents

The RBS sample and the SSRS Opinion Panel Sample are each separately base weighted to reflect the frame-specific design, selection probabilities into The Voter Poll sample, and adjustments for nonresponse to The Voter Poll survey. While selection probabilities cannot be computed for the Verasight sample, Verasight respondents are weighted first to a subset of demographic and political benchmarks and then combined with the RBS and SSRS Opinion Panel sample into a single dataset and weighted to match registered voter benchmarks for each state based on information in the L2 voter file, models based on Census data, and modeled political characteristics.

Weighting parameters for the registered voter (RV) weight include self-reported demographics and 2024 vote choice (for validated 2024 voters), along with voter-file based characteristics. States with larger pre-election respondent samples are weighted to more finely-defined margins and interactions. Table 2 lists the weighting parameters by state group:

Table 2: The Voter Poll Pre-election Weighting Variables by State

States	Weighting Parameters
AR, DE, HI, IN, MO, ND, UT, VT, WA, WV and WY	**Self-report:** Age, Gender, Race/Ethnicity, Education, Recalled 2024 Vote **Voter file:** County-based region, Party Registration[1], Home Tenure, 2024 Candidate Support Score, 2022 Turnout, 2026 Early-vote (EV) Status[2], 2026 EV status[1] x 2024 support score
AK	*All of the above plus:* **Voter file:** Precinct partisan composition **Combined:** Age x EV Status[2], Gender x EV Status[2], Race/Ethnicity x EV Status[2], Education x EV Status[2]

Table 2: The Voter Poll Pre-election Weighting Variables by State (continued)

AL, CO, CT, ID, IL, KS, KY, LA, MA, MD, MS, MT, NJ, NM, NY, OK, OR, RI, SC, SD, TN, VA	*All of the above plus:* **Self-report:** Age x Gender, Race/Ethnicity x Educational attainment, Gender x Educational attainment **Voter file:** Census-tract population density, 2024 Vote method, 2026 Primary turnout[3], Likely Voter score (state terciles) x 2024 support score, 2024 support score x 2024 turnout, Party Registration[1] x 2024 support score, Party Registration[1] x EV Status[2] **Combined:** 2024 Recalled Vote x Precinct partisan composition
AZ, CA, FL, GA, IA, ME, MN, NC, NE, NH, NV, OH, PA, WI	*All of the above plus:* **Self-report:** Race x Gender **Voter file:** Detailed EV Status[4], Modeled Religion, 2022 Turnout x 2024 Turnout, County-based region x EV Status[2], Precinct partisan composition x EV Status[2], 2026 Primary turnout[3] x EV Status[2]
MI, TX	*All of the above plus:* **Self-report:** Hispanic x Age (TX) **Voter file:** Muslim or Middle Eastern heritage (MI) **Combined:** Hispanic x County-based region (TX), Hispanic x 2024 support score (TX)

[1]L2 modeled party is used in states that do not have explicit voter registration by party.

[2]Early vote (EV) status indicates whether a voter is a confirmed 2026 EV at the time of the weighting. Omitted in states without voter-level EV data from L2.

[3] Omitted in states without 2026 primary data

[4] When breakout by early in-person and absentee is available, it is included.

Alaska In-Person Early-Vote Exit Poll Respondents

Early-vote (EV) center exit poll data collected in Alaska is weighted separately to voter-file benchmarks for the EV population by age, gender, race/ethnicity, education, and 2024 recalled vote. These respondents are then combined with early-voters from the RBS, SSRS Opinion Panel, and Verasight and adjusted to represent the EV share based on the voter file.

Election Day In-Person Exit Poll Respondents

For in-person Election Day interviews, respondent weights are adjusted to account for nonresponse based on interviewer-observed sex, age, and race. These weights are then calibrated to demographic benchmarks for likely Election-Day voters estimated using voter-file models and adjusted based on self-reported enthusiasm observed in the pre-election survey and Election-Day turnout in the sample precincts.

Final Weights

In the final step, all the pre-election survey respondents and Election-Day exit poll respondents are combined by adjusting the share of voting mode (absentee, early-in-person, and Election Day) based on the estimated composition of the state's final electorate. Once votes are counted, the survey results are also weighted to match the overall results in each state.

Sampling and Margin of Error

All samples are approximations and subject to, among other factors, statistical error, including sampling error. Sampling error is affected by sample size, the design of the sample, the characteristic being measured, and the number of people who have the characteristic. There is no industry agreed upon approach for calculating margins of error for nonprobability or hybrid samples. The margins of sampling error reported here are estimates based on the hybrid sample which includes both probability and non-probability cases.

The margins of sampling error reported provide a general assessment of error ranges that might be associated with the hybrid data, given the total sample size and weighting variability due to sampling and calibration.

As with all surveys, The Voter Poll is subject to additional sources of error, including question wording and order, which could increase the total error. Table 3 reports the estimated margins of sampling error, at the 95% confidence level, and design effects for the topline results for each state and nationally. Results for subgroups or questions not asked of the entire sample in a state will have larger margins of error and wider confidence intervals.

Table 3: The Voter Poll Margins of Sampling Error and Design Effects by State

State	Total Sample	Design Effect	Margin of Error (+/-)
National	81,290	2.6	0.5
AK	3,071	2.2	2.6
AL	962	2.2	4.7
AR	522	1.9	5.9
AZ	5,023	2.2	2.0
CA	4,525	1.7	1.9
CO	1,014	1.8	4.2
CT	959	1.8	4.2
DE	504	1.6	5.5
FL	4,621	1.8	1.9
GA	4,146	1.9	2.1
HI	488	2.1	6.4
IA	4,479	1.9	2.0
ID	805	2.0	4.9
IL	1,677	1.7	3.1

Table 3: The Voter Poll Margins of Sampling Error and Design Effects by State (continued)

State	Total Sample	Design Effect	Margin of Error (+/-)
IN	451	1.6	5.8
KS	1,040	2.1	4.4
KY	950	2.1	4.6
LA	899	2.1	4.8
MA	1,047	1.8	4.1
MD	1,010	2.1	4.4
ME	4,108	2.2	2.2
MI	4,818	1.8	1.9
MN	4,048	2.1	2.2
MO	491	1.5	5.4
MS	996	2.6	5.0
MT	1,028	1.9	4.2
NC	4,938	1.9	1.9
ND	231	2.3	9.7
NE	4,481	1.9	2.0
NH	4,116	2.2	2.2
NJ	1,241	1.7	3.7
NM	976	1.9	4.3
NV	4,128	2.6	2.5
NY	2,541	1.8	2.6
OH	4,394	1.6	1.9
OK	974	1.7	4.1
OR	1,001	1.6	4.0
PA	4,179	1.4	1.8
RI	724	2.3	5.5
SC	994	2.0	4.4
SD	940	1.9	4.4
TN	983	2.0	4.4
TX	5,892	1.9	1.7
UT	315	1.5	6.7
VA	1,234	1.8	3.7
VT	491	1.6	5.6
WA	467	1.4	5.3
WI	4,034	1.6	2.0
WV	505	2.0	6.2
WY	490	3.6	8.4

Note: Estimated margins of sampling error (MoE) are presented for estimated proportions at or near 50%. The MoE for estimated proportions greater or less than 50% will be smaller than what is presented here.

Table 4 shows approximate sampling errors, for given sample sizes, for a 95% confidence interval based on the combined pre-election and Election-Day surveys. The values in the table should be added and subtracted from the characteristic's percentage to construct an interval.

Table 4: Expected Margins of Error for The Voter Poll 2026 General Election Voters (+/- pp)

Sample size	State Data	National Data
100	13.6	15.7
150	11.1	12.8
200	9.6	11.1
250	8.6	9.9
300	7.9	9.0
500	6.1	7.0
750	5.0	5.7
1,000	4.3	4.9
1,500	3.5	4.0
2,000	3.0	3.5
2,500	2.7	3.1
3,000	2.5	2.9
4,000	2.2	2.5
5,000	1.9	2.2
7,500	N/A	1.8
10,000	N/A	1.6
20,000	N/A	1.1
30,000	N/A	0.9
40,000	N/A	0.8
50,000	N/A	0.7
75,000	N/A	0.6

Note: Estimated margins of sampling error (MoE) are presented for estimated proportions at or near 50%. The MoE for estimated proportions greater or less than 50% will be smaller than what is presented here. The estimated MoEs assume an average design effect (DEFF) of 1.9 for the state samples and 2.6 for the national sample.