1 Braxton Way Suite 125 | Glen Mills, PA 19342
ssrs.com | @ssrs_research

The Voter Poll by SSRS

Methods Statement – November 4, 2025

Overview

The 2025 Voter Poll is conducted by SSRS, an independent research company, on behalf of ABC, the Associated Press (AP), CBS, CNN, Fox News, and NBC. The poll should be referred to as **The Voter Poll conducted by SSRS** or **The <NETWORK> Voter Poll conducted by SSRS**. The networks together prepare the questionnaire. More information about SSRS can be obtained by visiting www.ssrs.com.

The 2025 poll, conducted from **October 22nd -November 4th**, includes representative samples of registered voters in California (n=4,000)[1], New Jersey (n=4,000)[1], New York City (n=3,700)[1], and Virginia (n=4,000)[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 30 precincts per state/city, excluding California[2]. Respondents can complete the poll in English or Spanish. The overall margin of sampling error for voters, accounting for design effects, is expected to be approximately plus or minus 2.0 percentage points in California, 2.1 percentage points in New Jersey, 2.2 percentage points in New York City, and 2.1 percentage points in Virginia.

Pre-Election Voter Poll

Overall, approximately 11,200 registered voters across California, New Jersey, New York City, and Virginia are surveyed online and by telephone. 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.

[1] Cited sample sizes represent the number of targeted completes. Actual sample sizes will be updated on Election Day after all polls close.
[2] The California sample does not include in-person precinct data collection because so few Californians cast ballots in-person on Election Day.

Targeted sample sizes by each source and state/city are as follows:

Responding Pre-Election Survey Sample by Source and State/City				
State	**RBS**	**SSRS Opinion Panel**	**Verasight**	**Total**
California	1,000	1,000	2,000	4,000
New Jersey	710	290	1,500	2,500
New York City	700	300	1,200	2,200
Virginia	710	290	1,500	2,500

Pre-election survey respondents who are not confirmed to have voted at the time of their initial response, are recontacted between 5:00pm (local time) on Monday, November 3rd and through several hours prior to polls closing in each state on Tuesday, November 4th (Election Day) to verify if and by what method they voted, along with their final vote choice.

Respondents who are successfully recontacted are self-identified as voters or non-voters based on their response, and their final vote choice is recorded based on the recontact interview. Respondents who do not complete the recontact are assigned a modeled probability of voting, and 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/city. Therefore, the RBS attempts to correct for disproportionate non-response through targeted sampling of those typically underrepresented in probability-based panels, such as those modeled to be strong Trump supporters, low propensity voters (i.e., non-2024 voters), and voters younger than 30. 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, not registered to vote, or not registered to vote in the state on file during initial screening, are excluded from the survey. Those who do not confirm they are 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. The majority of SSRS Opinion Panel members are recruited using a stratified ABS (Address Based Sample) design. Additionally, SSRS recruits panelists from prepaid cell phone samples, which often 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 live in the target states/regions and could be matched to the L2 voter file (as of October 6, 2025). All potential respondents are screened by age, state/city of residence, and voter registration status prior to administering the survey.

Verasight Voter-File Matched Sample

Verasight panelists are recruited via random address-based sampling, random person-to-person text messaging, and dynamic online targeting. Respondents to The Voter Poll are recruited either from existing Verasight panelists residing in one of the sample states/regions, 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/city 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.

Election Day Exit Poll

Thirty in-person exit polling locations were selected in 2025 within each geography (New Jersey, New York City, Virginia) using a probability 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 target number of completed in-person questionnaires by state/city is as follows:

Target Completed Exit-Poll Questionnaires by State/City	
New Jersey	1,500
New York City	1,500
Virginia	1,500

Quality Control

The online questionnaire includes a question designed to establish that respondents are paying attention. Cases that fail the attention-check question, those with over 30% item non-response, and cases with a length less than 25% 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.

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 2025 electorate in each state/city.

Pre-Election Survey Respondents

The RBS sample and the SSRS Opinion Panel Sample are combined into a single probability-based dataset and weighted to match registered voter benchmarks for each state. The combined probability-based sample is weighted to represent registered voters in each state/city based on information in the L2 voter file, models based on Census data, and modeled political characteristics.

Weighting parameters include self-reported demographics (age, gender, race/ethnicity, educational attainment), and political attributes (party registration[3] and 2024 vote choice for validated 2024 voters), along with voter-file based characteristics including geographic region, population density by census tract, 2024 general election turnout and mode of voting (such as absentee, early, Election Day, or did not vote), 2021 general election turnout and 2025 primary turnout (if applicable), modeled 2024 vote preference (crossed with 2024 general election turnout), and the respondent's modeled probability of voting.

The probability-based sample is combined with the Verasight sample and a single registered voter weight is created by weighting the full hybrid sample to the same benchmarks described above along with non-demographic benchmarks obtained from the weighted probability-based registered voter sample[4]. Prior testing shows these non-demographic benchmarks may help adjust for residual error due to non-random selection into the opt-in samples.

Election Day In-Person Exit Poll Respondents

In-person respondents are by-definition Election Day voters since they complete the questionnaire upon exiting the sampled polling location. In-person respondent weights are adjusted to account for nonresponse based on interviewer-observed sex, age, and race. This weight is then calibrated to likely Election-Day voter benchmarks estimated using voter-file models that are also 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/city'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. Although there is no statistically agreed upon approach for calculating margins of error for nonprobability

[3] In Virginia, which is not a party registration state, L2's modeled party variable was used in lieu of party registration.
[4] These additional parameters are included only if notable sample differences remain after weighting to voter-file demographics.

or hybrid samples, the margins of sampling error reported here are based on the hybrid sample which includes both probability and non-probability cases.

The estimated 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. Results for each jurisdiction are anticipated to have approximately the following margins of sampling error at the 95% confidence level and design effects:

	Error Margin	Design Effect
California	+/- 2.0 pts.	1.50
New Jersey	+/- 2.1 pts.	1.75
New York City	+/- 2.2 pts.	1.75
Virginia	+/- 2.1 pts.	1.75

For the combined pre-election and Election-Day surveys the table below lists estimated sampling errors, for given sample sizes, for a 95% confidence interval. The values in the table should be added and subtracted from the characteristic's percentage in order to construct an interval.

Estimated Margin of Error Due to Sampling (+/-) for 95% Confidence Interval							
Number of Voters in Base Percentage							
% Voters with Characteristic	100	250	500	1000	2000	3000	4000
5% or 95%	5.7	3.6	2.5	1.8	1.3	1.0	0.9
15% or 85%	9.3	5.9	4.1	2.9	2.1	1.7	1.5
25% or 75%	11.2	7.1	5.0	3.6	2.5	2.0	1.8
50%	13.0	8.2	5.8	4.1	2.9	2.4	2.0