

Connecting taxpayers to voters' opinions

The Center Square Voters' Voice Poll was conducted by Noble Predictive Insights (NPI) by sampling registered voters nationally. The poll consisted of 15 core questions designed to measure the national attitude on the president, candidates, and the hot-button issues of our time: immigration, public safety, energy, and more.

Methodology: "An immaculate use of polling"

Unlike traditional 1,000 respondent count polls, The Center Square Voters' Voice Poll sampled 1,000 Democrats, 1,000 Republicans, and 500 independents in order to give an even and intricate representation of American voters' opinions.

The public trust The Center Square has earned through its unbiased, straightforward coverage of taxpayer issues adds credibility to the poll's results, which reveal valuable insights on the sub-groups that make up American voter populations.

The poll's innovative method received praise from NPI' Chief of Research, David Byler, as "an immaculate use of polling" that enables us to capture the ongoing, intricate dynamics within political parties.

The opportunities

Leverage The Center Square's credibility among everyday Americans to gain ongoing insights into readers' opinions. In 2024, the poll will run five times - four during the heat of the election season, and once afterward.

Sponsor a poll

Purchase a title sponsorship to The Center Square Voters' Voice Poll to get your brand's message in front of millions of engaged readers with an interest in elections.

Add bonus questions

Gain valuable insights into voters' preferences by adding up to 10 of your own, original bonus questions pertinent to your brand.

