

MEDIA ADVISORY: WEDNESDAY 26, 2016

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**TOP NATIONAL POLLSTERS TO SPEAK AT EAGLETON EVENT ON POLLING AND 2016
PRESIDENTIAL ELECTION**

NEW BRUNSWICK, N.J. – Join the [Eagleton Institute of Politics](#) on Thursday, October 27 at 7 P.M., for a panel of top national pollsters and survey researchers discussing politics and the challenges of polling in 2016. This event is in partnership with the [Eagleton Center for Public Interest Polling](#), which celebrates its 45th year as the oldest statewide university-based survey research center, and the [New York](#) and [Pennsylvania/New Jersey](#) chapters of the American Association for Public Opinion Research.

The event, “[Pollsters on Politics: A Conversation About the 2016 Race for President and the State of Public Opinion Research](#),” begins at 7:00 P.M. and will take place in Traves Hall located within the Douglass Student Center at 100 George Street in New Brunswick, New Jersey. The event will cover some of the biggest polling-related topics that have grabbed headlines this election cycle, including: political polarization, exit polling, poll aggregation and forecasting, the difficulties and dependability of polling, and of course ... Donald Trump.

Press are invited to cover the event, and panelists may be available for brief commentary afterward. Panelists include:

Natalie Jackson, senior polling editor at *The Huffington Post*. Jackson coordinates the *Pollster* section of the site, producing aggregation and forecast models for all major races each election cycle. Her primary focus is on polling coverage and methodology, statistical methods, and using polls to forecast elections. Natalie has a PhD in political science from the University of Oklahoma, with heavy emphasis on statistics, survey methodology, and American politics. Prior to joining *Huffington Post*, she worked as a survey consultant as a postdoctoral associate at Duke University and as senior analyst at the Marist College Institute for Public Opinion.

Scott Keeter, senior survey advisor at Pew Research Center. Keeter provides methodological guidance to all of Pew Research Center’s research areas. An expert on American public opinion and political behavior, he is co-author of four books, including *A New Engagement? Political Participation, Civic Life, and the Changing American Citizen* (Oxford University Press), *The Diminishing Divide: Religion’s Changing Role in American Politics* (Brookings Institution Press), *What Americans Know about Politics and Why It Matters* (Yale University Press), and *Uninformed Choice: The Failure of the New Presidential Nominating System* (Praeger). His other published research includes articles and book chapters on [survey methodology](#), [political communications](#) and behavior, and [health care](#) topics. Prior to joining Pew Research Center, he taught at George Mason University, Rutgers University and Virginia Commonwealth University, where he also directed a survey research center. Keeter is a graduate of

Davidson College and received his doctorate in political science from the University of North Carolina. He is a past president of the American Association for Public Opinion Research and has been an election night analyst of exit polls for NBC News since 1980. In 2016, Keeter won the American Association for Public Opinion Research's highest honor, the [AAPOR Award for Lifetime Achievement](#), for "outstanding contribution to the field of public opinion research."

Joe Lenski, co-founder and executive vice president, Edison Research. Under Lenski's supervision, Edison Research currently conducts all exit polls for the six major news organizations comprising the National Election Pool (NEP) – ABC, CBS, CNN, Fox, NBC and the Associated Press. Edison Research has conducted all state and national exit polling for the NEP since 2003. Edison Research has also conducted exit polls for national elections in Iraq, Venezuela and the Republic of Georgia. Lenski is currently Councilor-At-Large for the American Association for Public Opinion Research (AAPOR) has served as President of the New York Chapter of AAPOR. Lenski is a graduate of Princeton University and studied at the Annenberg School for Communication at the University of Pennsylvania.

Cliff Zukin, professor of public policy and political science emeritus, Rutgers University; senior survey advisor and senior officer, The Pew Charitable Trusts. Zukin's expertise is in the field of public opinion and in the methodology of survey research. He is the co-author of two books, *A New Engagement: Political Participation, Civic Life and the Changing American Citizen* and *Uninformed Choice: The Failure of the New Presidential Nominating System*. He recently authored an opinion piece on problems in election polling that ran on the front page of the Sunday Review in the *New York Times*.

Zukin has served on the Executive Council of the American Association for Public Opinion Research three times, including as president. AAPOR is the leading professional association of public opinion and survey researchers in the country. As the founding director of the Center for Public Interest Polling and the *Star-Ledger*/Eagleton Poll, Zukin was an early leader of Eagleton's work in survey research. His recent survey work, tracking the effects of the Great Recession on American workers, has been reported in the *New York Times*, NPR, PBS' *NewsHour*, the *Wall Street Journal*, and ABC, among other media outlets. Zukin is a nationally recognized expert on national elections, New Jersey politics and public opinion. He has worked as an exit poll analyst for over a dozen years, primarily for NBC News, and as a consultant to the *New York Times* and the Pew Charitable Trusts. He teaches graduate courses in the public policy program at the Bloustein School.

The panel will be moderated by the Eagleton Center for Public Interest Polling's interim director, **Ashley Koning**. Find out more information about the event and register here: <http://eagleton.rutgers.edu/events/index.php#Polling>.

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