Zogby International was a pioneer in introducing online polling methodology in politics in the early 2000's. Since 2007, we have relied upon a trusted list vendor based in Cincinnati, using their in-house list of over 10 million cleaned, validated, and updated emails nationwide. The total pool is representative of the US population by demographic characteristics and John Zogby Strategies (incorporated 2016) draws a random and regionally stratified sample of approximately 10,000 email addresses nationwide in order to achieve a national sample of 1000. The same methodological principle holds for all adults, likely voters, or segments of voters (e.g. 18-29 likely voters).

Each email address has several datapoints including demographics. JZS sends email invitations to a random sample of the total pool of addresses in all 50 states, stratified to be representative by region. Respondents are screened to ensure that they fall within the designated target range (e.g. likely voters, etc.). Efforts are made to target groups that are normally under-represented in typical samples.

Each invitation is password-coded and secured to prevent each respondent from taking the survey more than once. Subsets of the data have a larger margin of error than the whole data set. As a rule, in any methodology, we do not rely on the validity of very small subsets, especially smaller than 70 respondents. At that subset we can make estimations based on the data, but in such cases the data is more qualitative than quantitative.

While additional factors can create error, such as question-wording and question order, JZS works with clients to take steps to reduce such error.

Slight weights are applied in the initial survey. Weights vary depending on sample target but always reflect those of the larger population. Again, depending on the study, we rely on sources such as the most recent: exit polls, Census data, CIA World Fact book, but not limited to these.

As part of our methodology, JZS also sends text messages where cell phone numbers are available in order to increase response rates. With each invitation pass-coded, we ensure that no one is eligible to take the survey more than once.

With 94% of the U.S. population (all ages) having online access, internet access is almost at a level of penetration where the landline telephone was in 1984 when Zogby began its polling.