

Universal is the one of the leading data collection providers for the political polling industry.

Public Opinion Polling
Voter Polling (Primaries and General Elections)

Absentee Ballot Polling
Exit Polling

Universal is pleased to announce that we have been selected as part of the National Exit Polling Team. Since 2004, the Team provides election information necessary to make election projections and provide exit poll analysis by major news organizations.

Sample of who we work for

Political Polling Clients

Blum and Weprin Associates
Edison Media Research
GMRS
Greenberg Quinlan Rosner
Lieberman Research
Mitofsky International

Serving the Following Organizations

ABC
Associated Press
CBS
CNN
Dallas Morning News
Daily News
FOX
NBC
New York Times
Newsday
NY1

Democratic and Republican Parties, Candidates and Campaigns, at the Federal, State and Local Levels

Categories

National

Presidential / Vice Presidential Elections, National Appointments (Supreme Court Judges, Secretary of State, etc)
Political Parties and Candidates
National Issues (Conflicts / Wars, Economy, Energy, Environment, Housing, Immigration, etc)

State and Local

State Elections for Federal Office (Senators, Congressmen)
State Elections for State Office (Governors, State Representatives, etc)
Local Elections (Mayors, Locally Elected Officials, etc)
Political Parties and Candidates
State and Local Issues, Mandates, Laws (Anti-Smoking, Gay Marriage, Insurance, etc)

How we find respondents

We have established partnerships with sample providers to ensure proper representation of the populations being polled. Universal administers surveys among the general population, registered voters and likely voters countrywide, statewide, in districts and in municipalities.

Data Collection Methodologies

Telephone: From our NYC locations with 500 web enabled CATI equipped stations
Mail: Diaries, mail surveys
Fax: Fax surveys, fax concepts using electronic fax tools
Email: Web / online surveys
Multi-mode: Capable of reaching and interviewing respondents using multiple methodologies simultaneously

English or In-Language

Universal employs multilinguals to program, translate and administer surveys in many languages. Six out of 12 of our programmers are multilingual, and over 500 of our interviewers are multilingual.

Cantonese	German	Italian	Mandarin	Russian	Urdu
Czech	Greek	Hmong	Norwegian	Spanish	Vietnamese
Danish	Hebrew	Japanese	Polish	Swedish	
French	Hindi	Korean	Portuguese	Tagalog	