What Went Wrong?

Public Opinion Polls and the 2016 Presidential Election

Featuring:
Zac McCrary
Anzalone Liszt Grove Research

Wednesday, Jan. 25th
5:00-6:30pm, ten Hoor 347

Why did the polls get it wrong?
What does this say about the state of public opinion polling?
What lessons can be learned?

Join us for a presentation and discussion of these questions and more with political analyst Zac McCrary of Anzalone Liszt Grove Research.

Bio:
Zac McCrary is a partner at Anzalone Liszt Grove Research, a leading progressive public opinion research firm, where he serves as a pollster and strategist for elected officials, political campaigns, labor unions, public interest groups, colleges and universities, and major corporations.

Zac joined the firm in 2007 after serving as the Communications Director for the Alabama Democratic Party and working in statewide and local campaigns. He is a regular contributor for various television news programs, has been quoted in a variety of national publications, and profiled in Campaigns and Elections magazine. He holds a B.A. (2003) and M.A. (2005) in Political Science from the University of Alabama.