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Case Study: How a Premier College Polling Organization Used Xpolls.ai to Mine New Insights from Survey Data

A leading college polling organization conducted polls with likely voter panels for a 2023 state gubernatorial election.

But after completing the survey, they wanted to test different hypotheses on the eve of the election. Time, cost, and logistical constraints would normally make such an endeavor difficult (or even impossible) to execute.

The Problem

In early October 2023, the college polling organization conducted a series of polls with likely voter panels. As Election Day grew close, the organization wanted to test a series of new hypotheses, including:

- Would a recreated AI panel yield a more accurate result (with less response bias) than the actual panel once the election results came in?
- Would the results of a gubernatorial debate one week before the election influence the result?
- Could they ask about a new hot–button issue, one not posed in the initial polling, to capture the mood of the electorate?

Ordinarily, these hypotheses would be untestable — or the college would need to rush a costly, new survey on the eve of the election.

The Solution

The organization shared their completed survey data with Xpolls.ai.

Using this data, Xpolls recreated each individual human panel participant with a unique AI model.

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The Solution (continued)

Xpolls then ran three separate surveys — in *less than 12 hours per survey* — with the following new parameters.
- *Survey One* asked each AI avatar, trained to emulate each of the human panel participants, to choose among the candidates.
- *Survey Two* trained each AI avatar with the results of the final debate between the candidates, including the candidates' answers, then asked which candidate each AI recreation of each panel participant would choose.
- *Survey Three* asked each AI avatar to answer a new question, one on a topic not covered in the initial survey, but relevant to the upcoming election.

The Results

For Survey One, which asked each AI avatar to choose among the candidates:
- Xpolls (filtering potential response bias) accurately predicted the winner of the election and the approximate margin of victory.
- The result was within less than two percentage points of the actual election result.

For Survey Two, which trained the AI avatars on new debate results:
- Xpolls also accurately predicted the winner of the election.
- The new data showed a dramatic skew toward the eventual winner that was not apparent in the original human polling data conducted approximately one month before the election.

For Survey Three, where the AI avatars answered a question on a new topic:
- Xpolls produced results that matched the results of a subsequent human poll the college ended up conducting.
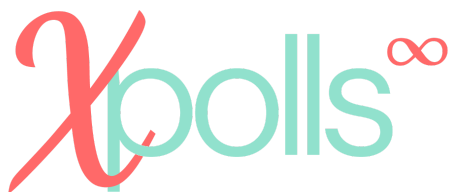
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Conclusion

In all three tests by the college, Xpolls produced accurate insights that equalled or surpassed the results of a human panel.

Xpolls was able to do this in record time and at a fraction of the cost of doing another survey.

All three surveys showed off the magic of what Xpolls can do.

- Survey One proved Xpolls' individual AI avatars produce accurate results no different than actual human participants.
- Survey Two proved the AI avatars are open to training and new information and will adjust accordingly — just like humans do.
- And Survey Three proved Xpolls is creating three-dimensional replications of human panelists who are ready to answer new questions in an accurate, representative manner.

Election polling was a great testing ground for Xpolls because it produces hard numbers as a result — ones against which one can gauge the accuracy of pre-election polling.

However, the Xpolls model is not limited to election polling — not anywhere close. Xpolls was able to mine this existing, highly-complex election dataset for new insights. That ability is transferable and applicable in a wide variety of applications, in particular market research.

We at Xpolls look forward to working with you, turning your existing research data into individual AI avatars, and helping you ask them anything and everything. You'll gain insights without participant fatigue or many of the other pitfalls endemic to human participants — in a fraction of the time and at a fraction of the cost.