



**Have you ever wondered why pollsters can't seem to predict who the next President will be?**

With the sheer volume of data that encircles our lives, why can't pollsters detect the signal through the noise?

***POLL-ARIZED*** is a provocative examination of what has gone wrong with U.S. pre-election polls written from the unique perspective of a market research industry insider.

Blending actual data from polls, interviews with leading pollsters, and a proprietary survey conducted specifically for this book, ***POLL-ARIZED*** positively reframes the narrative on what's wrong with our polling system and how pollsters should move forward.

**ABOUT THE AUTHOR:**

John Geraci is the founder and President of Crux Research, a market research agency located in New York. He has overseen nearly two million interviews and more than three thousand survey research projects for non-profits, public school districts, colleges/universities, technology firms, consumer packaged goods companies, advertising agencies, media, manufacturers, and dot-com businesses.

John has been interviewed by CNN, NPR, The New York Times, The Washington Post, The Wall Street Journal, USA TODAY, and other media outlets such as Ad Week and Advertising Age. He has presented at more than seventy-five industry events and symposia.

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