



Can qualitative research save election polling?

The presidential election and its surprising result are still fresh for many of us. In a post-mortem to be presented by Gallup's [Ilana Ron Levey](#) and [Stephanie Marken](#) at [Qual360 2017](#), we will address the role market research played.

Many commentators pointed to the supposed failure of the polling industry in predicting a Donald Trump victory. Ilana and Stephanie will analyze where qualitative inquiry can help to explain some of the unique phenomena of this election and propose **new ways to predict voter behavior** by **integrating qualitative techniques into polling methodology**.

So come join us at [Qualitative360](#) on **April 5&6** and hear **Gallup, Kantar TNS, Grubhub, Fitbit, Delhaize, Yanmar, Dow Jones, McCormick** and other major brands discuss the latest case studies, best practices and trends in qualitative research.

Don't miss the event with 100% delegate satisfaction! Click [here](#) to register and get an exclusive discount of 15% off to TQR subscribers. Use code: TQR15