



POLLING

& RESEARCH SOLUTIONS

TargetSmart's Research Solutions team delivers public opinion research built for politics — polling, focus groups, predictive analytics, data visualization, and forecasting, all powered by the largest and most current voter file in the Democratic and progressive ecosystem.

Why TargetSmart Polling

BETTER SAMPLING

We tailor sampling to the race - quotas and weighting to hit real demographic targets and multi-mode outreach - so your poll represents voters as accurately as possible.

BETTER SERVICE

Our senior team works closely with our clients to design message strategy, formulate survey questions, and deliver clear numbers and recommendations for your team and donors.

AFFORDABLE RATES

We offer cost-sensitive public opinion research programs that do not compromise on quality but allow you to keep more of your budget on achieving your key goals.

Where Polling Drives Strategy

We start with message testing to identify which frames move persuadable voters before you spend a dollar on media.

From there, we analyze holistically: not just poll results, but the full political context surrounding them, including district history, candidate-specific dynamics, and opposition research. That produces a concise and compelling narrative that puts you on offense — directing paid media, earned media, and organizing dollars to turf that's strong for you and weak for your opponents.

How to Use TargetSmart Polling

Our senior team works directly with your campaign, available for calls, feedback, and presenting research to your stakeholders. That includes a 50/50 mixed-mode design, with live caller and text-to-online/web panel, reaching voters wherever they are. It's how we bring agile, cost-effective, high-quality polling to state legislative, mayoral, county, and statewide races that have historically been priced out of it.



Sara Stephenson

PRINCIPAL POLLSTER

Sara “Stevie” Stephenson is the Director of Research Solutions at TargetSmart. She joins TargetSmart after leading a polling firm specializing in state and local campaigns.

Sara understands that all politics is local, and that thriving, safe, and economically diverse communities are the foundation of a strong democracy. She has helped to elect more than two hundred city councilors, mayors, and county commissioners across the country – in big cities like Los Angeles and Chicago to small towns like the one where she grew up in Iowa. At the state level, Sara has routinely polled legislative races in Washington, Oregon, Colorado, Illinois, New Jersey, and New York. Previously, Sara was a Senior Analyst at The Feldman Group, where she worked with candidates for statewide and federal offices. She started her career as boots on the ground for campaigns ranging from the state legislature to the Iowa Caucuses and a national presidential campaign. Sara holds a J.D. from the University of Iowa and lives in St. Paul, Minnesota with her husband and two kids.



Michael Muller

SENIOR STRATEGIST

Michael Muller is a Senior Strategist at TargetSmart with over 30 years of experience in political strategy, public affairs, and opinion research. Michael Muller is a Senior Strategist at TargetSmart with over 30 years of experience in political strategy, public affairs, and opinion research.

He has advised legislative leaders, campaigns, and advocacy organizations in several states including New Jersey, New York, Illinois, Florida, and Kentucky, turning data into action and delivering electoral and policy wins. For two decades, he led New Jersey’s legislative campaign efforts, helping elect more than 50 Democratic candidates and securing the longest stretch of majority control in state history. Michael has also led successful issue advocacy campaigns across sectors including business, energy, environment, finance, gaming, healthcare, insurance, labor, pharmaceuticals, redistricting, reproductive rights, sovereign debt, technology, and transportation. His redistricting work spans congressional, state legislative, and county levels, combining strategic mapping with deep political insight. A nationally recognized strategist, Michael is a four-time Pollie Award winner from the American Association of Political Consultants and a three-time Reed Award winner from Campaigns & Elections. He is married to New Jersey Assembly Majority Whip Carol Murphy, and they live in Mount Laurel, New Jersey.

Need help?

Our team of experts is available to answer any questions you have. Use the QR code to contact us.

