

Polling: Fact or Fiction?

Join JBC for a free Zoom event as we hear from leading pollster Jeffrey Pollock and Jewish Demographer Ira Sheskin about what polling got right and what it got wrong in 2022.

Date: January 25th at 7 PM

Moderated by Jill Zipin.

Sign up at

<https://bit.ly/JBCandPolls>



Jeffrey Pollock is the Founding Partner and President of Global Strategy Group (GSG). Since its inception, Jeffrey has helped build GSG into a premier strategic research and communications firm, recognized as a Public Affairs Agency of the Year by PRovoke Media. Jeffrey has twice been awarded "Pollster of the Year" by his peers in the bi-partisan American Association of Political Consultants, the New York Times recently called him one of the country's leading pollsters, and he has been named the top political consultant in New York.



Ira M. Sheskin, Ph.D., is the Director of the Jewish Demography Project of the Sue and Leonard Miller Center for Contemporary Judaic Studies at the University of Miami. He is Professor in the Department of Geography and Sustainable Development at the same institution. He served on the Board of the Association for the Social Scientific Study of Jewry for 15 years. He teaches courses at the University of Miami in survey research, research methods, statistics, American Jewish demography and geography, and the political geography of the Middle East. Dr. Sheskin has been the Editor (with Arnie Dashefsky of the University of Connecticut) of the American Jewish Year Book since 2012.