



February 2, 2026

Mr. Burke Noel  
President  
Pa Media Group/Pennlive  
1900 Patriot Drive  
Mechanicsburg, PA 17050

Dear Mr. Noel:

I read with great concern about your recent partnership with The Bravo Group to conduct, and release to the public, survey results reflecting the attitudes and opinions of the voting population in Pennsylvania. The problem is that the Bravo Group's methods for conducting polling using their proprietary online panel is an unscientific, non-probability sampling technique, and these types of sampling methods are not only frowned upon by the polling industry when it comes to election/voter polling, but highly problematic and erroneous.

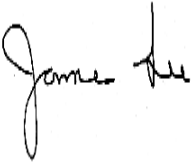
For example, "probability" sampling techniques according to The Pew Charitable Trusts (which is thought to be the gold standard for polling techniques and approved polling methods) are drawn from a random sample of respondents. This means that everyone in the population of interest has an equal chance of being selected. These probability surveys bring with them the benefit of findings that are "generalizable" to the population of interest because the respondents are "representative" of the population of interest. Non-probability sampling however, relies on a sampling frame not representative of the population of interest because respondents are selected or self-selected "non-randomly". Moreover, it's our understanding that while Bravo Group periodically refreshes its panel with registered voters, many other panelists are self-selected, not chosen randomly and/or are compensated for their participation in completing surveys. Even in Bravo's own disclosure, they state clearly, quote: *"The results represent only the opinions of individuals who chose to participate"*. In other words, the true meaning is that you cannot generalize [their] results to the broader population of likely/registered voters.

It's important your readers understand that both the Pew Charitable Trusts and the American Association of Public Opinion Research publishes extensive guidelines urging firms that conduct election polling to be completely transparent when releasing results. These guidelines always include the unambiguous recommendation that in the event of election/voter polling, "probability" sampling should be used in almost all instances unless extraordinary circumstances exist. This includes statements from the polling firm about survey methodology, sample frame construction, how statistical weighting affects survey design, and to what extent results can be "generalized" to the broader population. Unfortunately, The Bravo Group fails to provide sufficient transparency, a detailed description of its methods or how it constructs sampling frames for its unscientific, non-probability polls.

As a last blatant example, since the Bravo Group has deliberately refrained from releasing ballot matchups (or head-to-head contests) between candidates for public office in various election contests, have you stopped to ask yourself why this is? It's our suspicion that the Bravo Group knows that results generated from their unscientific, non-probability panels can't be generalized to reflect the broader population of likely voters, and thus, they are afraid to put their firm's reputation behind their results because they can't guarantee their accuracy or internal validity. Also, their inability to meet AAPOR's guidelines of transparency when disclosing their methodology does a disservice not only to legitimate polling firms like ours, but also to the general public which has become increasingly confused by the plethora of publicly released polling, and especially by public relations firms like Bravo that have little credentials in scientific research methods or conducting accurate polls. By comparison, SP&R regularly releases ballot match ups (i.e., head-to-head contests) in election contests and has been doing so for 25 years. We are not afraid to stand behind our work products and our results. Because our polling relies on scientific proven methods, our firm was rated the #1 most accurate polling firm in the USA by Real Clear Politics for our battleground polling in the 2020 POTUS election, and #2 in the nation in a composite ranking of all national pollsters conducting national/state polling from 2014-2022<sup>i</sup>.

It is our hope you will encourage the Bravo Group to adopt more approved industry methods for conducting election polling if they are to continue in this arena. Included with this should be clear and deliberate statements of transparency, including Bravo Group's polling methods and techniques for designing sample frames. Failure to do so unfortunately means the public will continue to be misled by Bravo Group results.

Sincerely,



Jim Lee  
President  
Susquehanna Polling and Research

Cc: American Association of Public Opinion Research  
The Pew Charitable Trusts  
The Bravo Group

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<sup>i</sup> <https://www.realclearpolitics.com/rcp-pollster-scorecard/>