Strategic Polling, Data & Analytics Capabilities

STEALTH ANALYTICS

The Stealth Difference

Stealth Analytics sits at the intersection of human behavior and computational analysis. We combine behavioral psychology and advanced statistics to solve complex political and social challenges.

WHO WE SERVE

- Campaigns (Federal & Local)
- Advocacy Organizations & PACs
- Public Initiatives

REAL IMPACT

- Improved Fundraising
- More Persuasive Messaging
- Smarter Resource Allocation

WHY IT MATTERS

- ✓ Raise More Money
- ✓ Win More Votes
- ✓ Save More Dollars

20+ YEARS COMBINED EXPERIENCE | **FEATURED IN THE NEW YORK TIMES** | **NATIONAL & LOCAL POLLING**

STEALTH ANALYTICS

Who We Are

The best in the business

Derek Weech

Founder / Principal

Ally Jones

Director of Client Strategy

Marshall Hammond

Chief Data Scientist

Derek Weech has spent over a decade in competitive politics - running field operations and building the voter models behind them across mayoral, congressional, and statewide races, the rare combination the firm's methodology is built on.

Ally Jones leads client strategy from first call to election night, translating the firm's research into the budget, message, and field decisions that win. She brings an operator's command of how campaigns actually execute.

Marshall Hammond leads the firm's data science, designing the predictive models and survey methodology that its polling runs on. A computer scientist by training, he has built and overseen the analytics for campaigns at every level.

STEALTH ANALYTICS

Best In The Business

Good polling depends on four things: reaching real voters, including the right mix of people, asking the right questions, and analyzing results correctly.

The Most Accurate Phone Numbers

We combine multiple data sources to reach valid phone numbers and real voters. The system improves continuously based on outcomes.

Adaptive Sampling

We don't just call a list; we use sampling driven by machine learning to mitigate non-response bias. We don't just reach the 'easy' voters; we reach the *likely* voters.

The Science of Questions

Questions are built using social science research to reduce bias and measure real opinions, not just surface reactions.

Smart Weighting

We weight results using turnout and demographic models, so the final data reflects the likely electorate. Gender, Race, Party, Ideology, Education, Etc.

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Our Proven Research Process

DESIGN

1 DEFINE OBJECTIVES

Align research goals with campaign KPIs

2 DESIGN SURVEY

Draft neutral, strategic questions to extract actionable voter sentiment

FIELD

3 BUILD SAMPLE

Model the electorate to ensure demographic and geographic representation

4 COLLECT DATA

Launch targeted outreach to capture raw responses

INSIGHT

5 ANALYZE TRENDS

Synthesize raw data into multivariate patterns to reveal shifting dynamics within the electorate.

6 DELIVER STRATEGY

Provide a data-backed roadmap to optimize messaging, resource allocation, and outreach

THE DIFFERENCE

1. MESSAGING

Don't Guess.

We identify the most statistically significant messages that move voters, so your media budget isn't wasted on guesswork

2. TARGETING

Don't spray and pray.

We distinguish hard partisans from the persuadable middle, ensuring you only target those who can be moved

3. ROI MAXIMIZATION

Don't burn cash.

By isolating effective messages and responsive targets, every dollar contributes directly to your victory

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Finding Messages That Move Voters

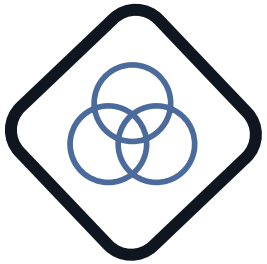
Our Core Product: Science-Backed Messaging Testing

THE BLIND SPOT

Voters are unreliable narrators. Research shows that 'friendly' feedback rarely predicts which messages actually change minds or win elections.

OUR SOLUTION

Impact-Based A/B Testing: We stop asking for opinions and start measuring impact. We measure the delta in actual intent, moving beyond mere favorability.



1. Divide

Audience Segmentation

2. Expose

Randomized Controlled Trials (RCTs)

3. Measure

Persuasion Modeling

Universal Persuaders

The Heavy Hitters

- ***Broad Appeal:*** Messages that resonate across the entire board
- **Scalable Impact:** Ideal for TV ads and large-scale digital buys
- **The Goal:** To shift the entire electorate at once

Segment-Specific Drivers

The Precision Tools

- ***Targeted Messaging:*** High-Impact points for specific groups
- ***High Efficiency:*** Optimized for Social Media, SMS, and Direct Mail
- ***The Goal:*** To shift specific key demographics and margins

BOTTOM LINE: You identify your top messages. We tell you which ones actually move voters.

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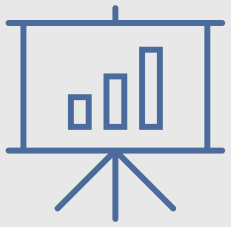
Deliverables & Insights

72-Hour Turnaround
*After Fielding

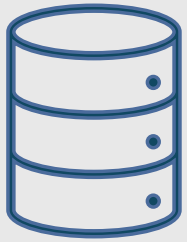
We provide the actionable insights you need to win. Equipping your team with data-driven tools designed to help you reach your objectives and drive strategic decisions.

Analysis



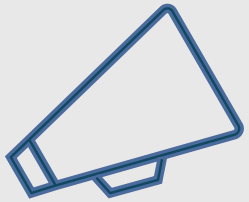
- Topline Summary
- Presentation-Ready Deck

Data



- Cross Tabulations
- Raw Data

Media



- Optional: Public-Facing Media
- Optional: Live Briefing

Stealth Analytics

Stealth Analytics is a polling, research, and voter-modeling firm built for high-stakes campaigns. What sets it apart is the team behind the models: people who have both built the analytics and run the field operations that act on them, so the research connects directly to what a campaign does next.

We work with campaigns and organizations across every level of the ballot, turning survey data and voter modeling into concrete decisions; where to spend, who to persuade, and when to move. In races where reading the electorate first decides the outcome, that link between data and execution is the whole point.