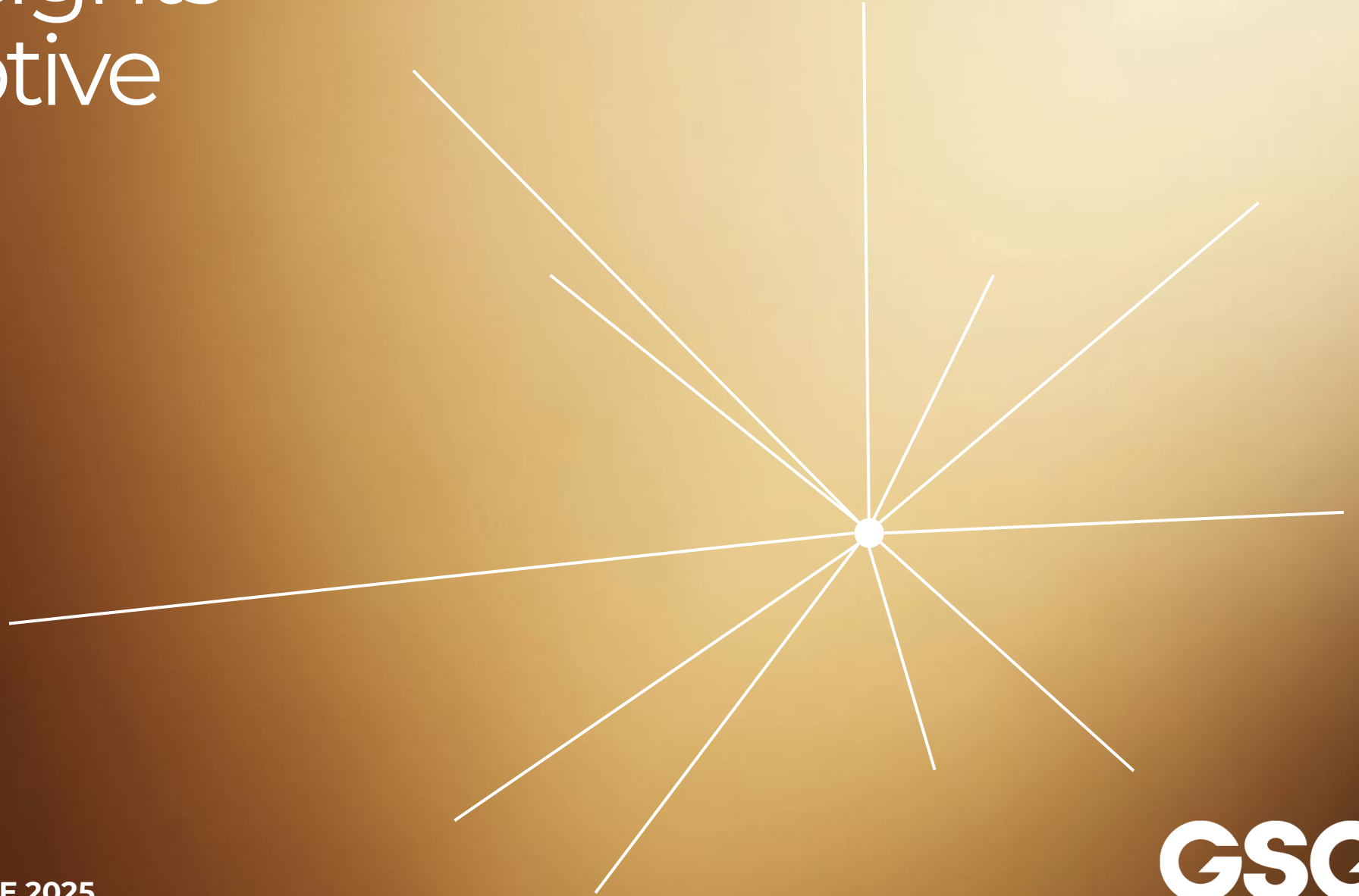


Deeper Insights With Adaptive Interviews



GSG INNOVATION SERIES **JUNE 2025**



GSG's Commitment to Innovation

At GSG, innovation is core to how we do research.

From improving polling accuracy to testing new research techniques, we're constantly seeking better ways to measure and understand public opinion.

What role will AI play?

Artificial Intelligence is transforming industries — and research is no exception. We see AI not as a replacement, but as a tool to help sharpen our analysis and elevate our insights.

Our North Star

GSG will continue to lead with curiosity, investing in innovation that enhances our work and keeps us ahead of the curve.



GSG's Innovation Pillars



Polling Accuracy

*Methodological rigor,
constant refinement*



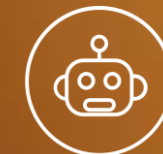
Thought Leadership

*Sharing insights that
shape public discourse*



Advanced Statistical Techniques

*From factor analysis to
segmentation*



AI Tools

*Exploring how emerging
tech can deepen our insights*

Introducing Adaptive Interviewing

Adaptive Interviewing uses AI to hold dynamic, one-on-one conversations with survey respondents. It listens, asks unique follow-up questions based on respondents' answers, and uncovers deeper insights—much like a skilled interviewer.

Why it's different:

Traditional open-ended questions in surveys often yield short or surface-level responses. Adaptive Interviewing evolves in real time, prompting richer, more thoughtful answers.

Why it matters: It brings greater qualitative depth into survey projects—especially when timelines or budgets don't allow for focus groups or discussion boards. The result: more context and a clearer understanding of what people really think.

Rethinking Open-Ends with Adaptive Interviewing

Traditional open-ended questions often yield brief, vague responses. Adaptive Interviewing turns them into real conversations.

Key Insight: Without the follow-ups, we never would have gotten to this respondent's tariff concerns.

Traditional Open-Ends	<p>Q: What concerns do you have about the Republican Party?</p> <p>A: They are going the wrong way. Especially the President.</p>
Adaptive Interviewing	<p>Q: What concerns do you have about the Republican Party?</p> <p>A: They are going the wrong way, especially the President.</p> <p>Follow-up: I see. Could you elaborate on what you mean by going the wrong way? What specific actions or policies concern you?</p> <p>A: Tariffs on foreign goods, which will increase the cost of living or inflation.</p> <p>Follow-up: I understand. How do you think these tariffs will impact you personally or the economy in general?</p> <p>A: Prices will be going up and we won't be able to afford some things.</p>

How Adaptive Interviewing Works

Adaptive Interviewing combines GSG's research expertise with AI-driven analysis to uncover deeper insights—at scale.

1

GSG Designs the Questions

We develop prompts and define the goals of the conversation.

2

AI Moderates the Interview

Within an online survey, the AI conducts real-time, dynamic interviews with respondents, asking unique follow-ups based on what the respondent says.

3

AI Categorizes the Conversations

The AI categorizes responses into themes and subthemes based on what people say.

4

GSG Iterates on the Analysis and Interprets the Results

Our team refines the AI's coded output—adding context, identifying patterns, and surfacing the insights that matter most.

How it Works: Up Front Design

Every Adaptive Interview begins with thoughtful design. GSG researchers work with clients to write the initial questions and define the goals that guide the AI's follow-up prompts.

Our goals shape how the AI moderator guides the conversation.

Example Questions	Goals
<i>What concerns do you have about the Republican party?</i>	Understand voters' specific concerns about the Republican Party, their rationale for having those concerns, and specific actions the Republicans have taken to cause those concerns.
<i>What do you want Democrats to focus on in the future?</i>	Understand voters' goals for the Democratic Party and the specific policies and priorities they want Democrats to have, and which policies and priorities they want them to avoid.
<i>What, if anything, has concerned you most about Trump's presidency so far?</i>	Understand specific concerns about Trump's presidency and why they are concerned about those items.

How it Works: Additional Features

1 Integrated into Online Surveys

Adaptive Interviews run within our existing online survey platform—no separate tools or fieldwork required.

2 Text or Voice Responses

Respondents can type their answers or speak them aloud, allowing for richer expression and emotional tone when needed. Audio files are then available to give texture to presentations.

3 Demographic & Custom Segmentation

Because it's part of a standard survey, we can analyze responses by gender, age, race, party ID, and custom audiences like swing voters.

4 Flexible & Scalable

Adaptive Interviews work seamlessly across geographies and sample sizes—making it ideal for everything from quick hits to larger-scale projects.

** Data includes questions from GSG's recent Democracy in the Balance Report*

An Example of Adaptive Interview Analysis



How We Used Adaptive Interviewing

1

GSG conducted a national survey.

2

Embedded in the survey were Adaptive Interviews with 928 respondents.

3

Topics explored in the interviews included voters' concerns about the two parties and Donald Trump and what they want Democrats to focus on going forward.

4

Respondents took an average of 10 minutes to complete the Adaptive Interviews, with 30% of responses coming in via voice and 70% via text.

5

What follows is a brief analysis of the findings for illustrative purposes to showcase what this technique found.

Both independents and Democrats worry about the GOP’s ability to look out for everyday Americans and are worried about Trump’s influence, especially around tariffs

What concerns do you have about the Republican party?

Key Concerns

Key Quotes

Among Democrats

- They believe they have a **disregard for everyday Americans**
- **Trump’s influence** on tariffs, health care, and immigration (deportations)

*“I have the concern that **they approve everything Donald Trump asks for** and some of the ideas or orders Donald Trump give are not good for the U.S.”*

Among Independents

- Many say the **Republicans** are **Beholden to the wealthy**
- Many worry about **tariffs and inflation**, and their impact on costs.
- Some express concern over **immigration**, particularly as it relates to the rule of law.

*“**They are not always as honest as they should** be. Sometimes it seems as though **they are just for themselves. Because they are lowering the tax for the rich and raising the tax for the poor.**”*

Among Republicans

- Many have **no concerns** or worry about party not following Trump
- But **some show concern about tariffs and inflation.**

*“I am concerned about **the few RINOS obstructing Trump's policies** and programs.”*

Concerns about the Democratic Party differ significantly by partisan affiliation

What concerns do you have about the Democratic party?

Key Concerns

Among Democrats

- The **party's lack of a strong leader**
- The **party's ability to assert itself**, stand up to Trump, and win elections

Among Independents

- The **party's leadership**
- The **party's policies on the economy** and costs
- The **perceived prioritization of the wealthy** over everyday Americans

Among Republicans

- The party's **perceived far-left ideology** on immigration, crime, and gender
- The party's **anti-Trump positioning**

Key Quotes

*"The Democratic Party doesn't seem to know where it is in the sea of politics anymore. **We don't have a leader.** There is no coalition behind what anybody is saying or doing."*

*"Simply **waiting until Trump screws up so badly that voters turn against him is not enough** because too much damage may already be done... [they should] **understand what middle class Americans need and want.**"*

*"They are **too much for migrants and trans people and do not care about normal families.** Their thinking is **too far to the left.**"*

Both swing and base voters want to see Democrats tackle prices – but they take different approaches to Trump

Base Democratic voters most want a focus on economics: lowering costs, creating affordable housing, and supporting the working class. Many want the party to also stand firm against Trump

Similarly, swing voters place an emphasis on the economy, especially on inflation. But they also want to see the party moderate and work across the aisle.

What do you want Democrats to focus on in the future?

*“[Democrats should focus on] **inflation and the rising costs, on food and on living... because people are earning less wages, and the cost of everything is going up.**”*

*“Kitchen table issues like **inflation, healthcare, taxes, education,** etc. that affect ordinary people everyday.”*

*“I would like them to **prioritize ending the tariffs and voting to get [out] Trump and Trump's overall tariff and executive decision-making,** I guess, and working on health care, education, getting back rights, and whatnot.”*

*“The same thing that they need to focus on now - **the cost-of-living, Social Security, Medicare, healthcare, inflation** once they get that under wraps, but we'll see where the country is then, but the future is now, and this is what needs to be decided on and fixed.”*

*“I think **being anti-Donald Trump is not enough.** The Democrats have to lay out what they believe is important to the American people in the future.... I think that **the economy, undoing tariff stuff, lowering the cost of prices** should be among the priorities for the Democrats.”*

*“I want Democrats to **learn to work with the Republican leaders** and make changes that are for the good of American citizens.”*

While both younger and older voters were most concerned about Trump's impact on the economy/costs, notably, across different political and ideological groups, older voters were more likely to prioritize authoritarian behavior and concerns about democracy than their younger peers.

Outside of the economy and costs, Trump's "authoritarian" leadership style has voters most concerned about his presidency

Younger
Swing
Voter

Let's move on to the next question. What, if anything, has concerned you most about Trump's presidency so far?

"His tariff fees are outrageous, [he] has made many usual products that were affordable become unattainable now. I have a hobby that I like, and it involves purchasing from overseas but now I see it'll be a lot more expensive than it has ever been and with inflation going up too I can no longer afford to purchase what I look to do for a hobby."

Older
Swing
Voter

Can you elaborate on how you think Trump's approach to leadership impacts the country?

"The American Constitution is built with checks and balances, yet Trump's bully, extortion, and basic narcissistic approach has sidelined anyone who would think to stand up to him because they're afraid. He will cut their funding, he will throw them in jail, he will deport them. It creates a country of fear as opposed to a country working together to get better."

Putting Adaptive Interviewing to Work



Potential Use Cases in Online Surveys

1

Quick-Qual Projects

For rapid, qualitative insights when time is short and qualitative depth is still needed.

2

Add-On to Online Surveys

To deepen open-end responses and layer in emotional and contextual feedback.

3

Message & Ad Testing

To explore reactions, hesitations, and reasonings that help explain ad performance.

4

Qualitative Subgroup Comparison

To make qualitative comparisons across many subgroups that is often far too costly with traditional qualitative.

5

Swing Voter Diagnostics


To go beyond topline movement and understand the *why* behind vote shifts.

Rethinking Open-Ends with Adaptive Interviewing

Adaptive Interviewing is flexible by design. It can be scaled up or down to fit a range of timelines, sample sizes, and research goals.

Design Type	Use Cases	Sample Size	Audience
Stand-Alone Quick Qual	Generate qualitative insights among a target audience when you don't have 2 weeks to wait for traditional qual	~50-200 completes	Any target audience (swing voters, young voters, etc.)
Stand-Alone Multi-Subgroup Deep Dive	Generate qualitative insights to compare and contrast across subgroups in a way that is not typically budget feasible with traditional qual	200-1000 completes	All voters / general population
Survey Add-On	Add qualitative depth to a pre-existing larger quant study	Depends on existing survey	Add to any existing online survey, either among all respondents or a voter subset
Ad Testing Qual	Generate qualitative insights and reactions to ads or visual content as a stand-alone or supplement to quantitative ad testing	Depends on ads and goals	All voters or a target audience, depending on goals

What Comes Next



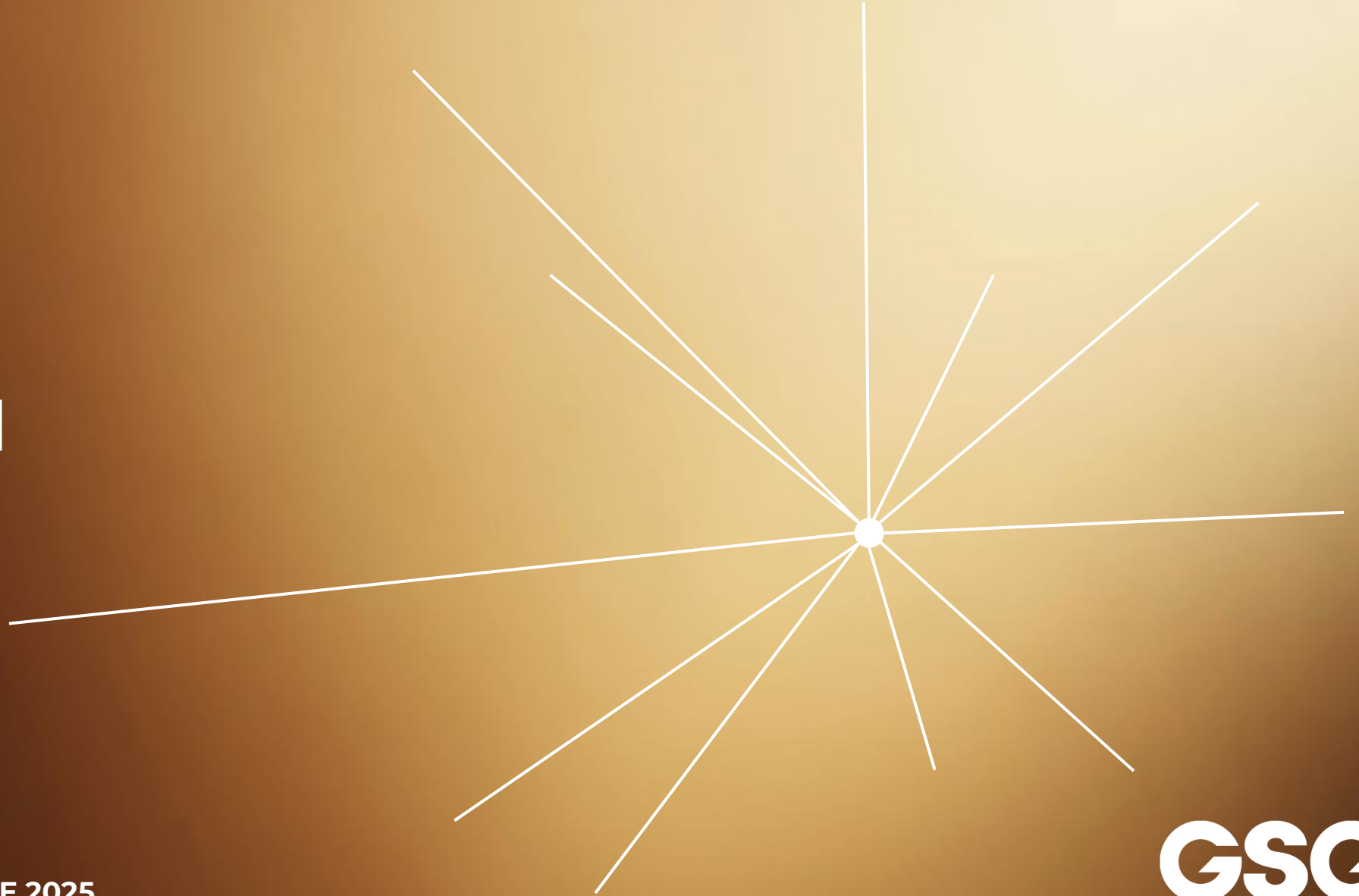
Adaptive Interviewing is an exciting addition to GSG's research toolkit—giving us a new way to capture qualitative insights at scale.

This is just the start. We'll continue refining how and when to use this tool specifically, and AI generally, and we're actively testing new approaches to get the most out of it.

We're looking forward to partnering with clients to explore where Adaptive Interviewing can add value—whether on quick-turn around projects or deeper strategic work.

If you're interested in testing this approach, we'd love to talk.

Thank You



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