

Joe Twyman

Co-founder and Director of Deltapoll

"One of Britain's best known and most respected political pollsters"

Joe Twyman was the Head of Political and Social Research (Europe, Middle East and Africa) at the polling company YouGov before starting his own polling organisation, Deltapoll. He is one of the country's best-known pollsters, largely due to his ability to make statistics and polling both relevant and entertaining.

TOPICS:

- The Political Landscape
- Big Data
- Statistics and Polling
- Business

LANGUAGES:

He presents in English.

IN DETAIL:

Prior to him leading the YouGov political and social research team, Joe held a number of senior positions in the business and he spent over two and a half years in Baghdad as a director of the company's Iraq operation from 2007 until 2010. He worked as project director for the last five British Election Studies. Today he regularly provides expert analysis in the polling of public opinion for TV, radio, and news channels and speaking on polling, politics, psephology, and measurement. He covered polling data for Sky News on their 2015 Election Night and the EU Referendum coverage, and was described by The Times as 'the housewives' favourite pollster?' He has co-written studies into online research, election polling, and political marketing.

WHAT HE OFFERS YOU:

He provides political and commercial analysis, backed up by data, put into context by experts, and presented with humour and authority. He also looks at how survey results aren't always to be trusted, the perils of relying on big data, and how a person's sex life might influence their voting preference.

HOW HE PRESENTS:

With intriguing, surprising and sometimes amusing insights in to public opinion, Joe combines statistics with expert analysis of political, economic and social climates. His exploration of data is always thought provoking and revealing.