

# POLLING & COMMUNICATING IN THE “NEW NORMAL”

How caller ID, the death of shopping malls, the advent of smartphones, cord cutters and covid forever changed how we elect presidents, and market ideas and products.





**JANUARY 11, 1989**





11A ▶

12

11A ▶

12

11A ▶

12

11A ▶

12



11A ▶

12



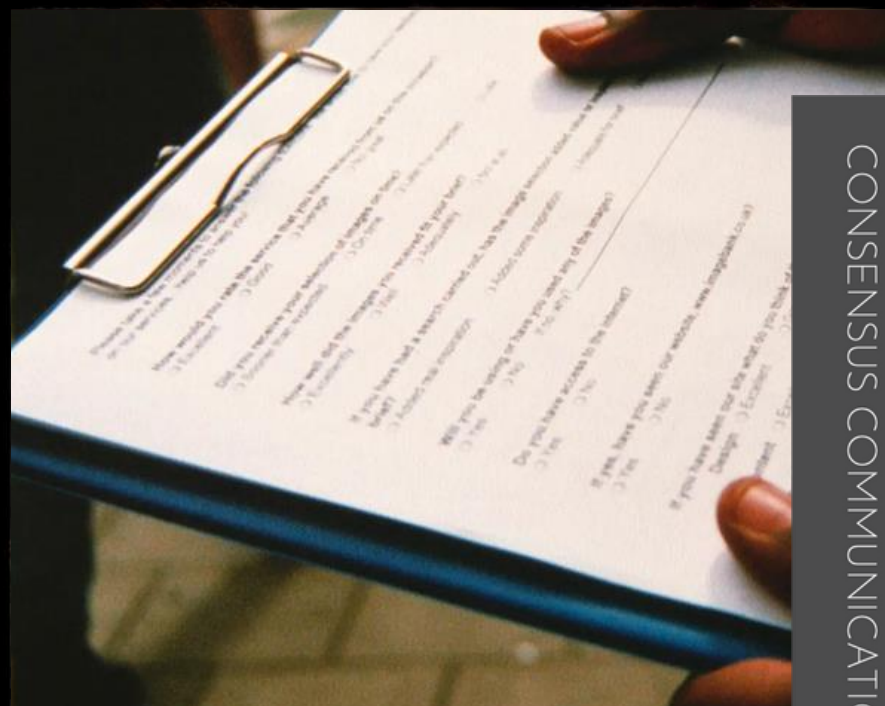
11A ▶

12



11A ▶

12



11A ▶

12

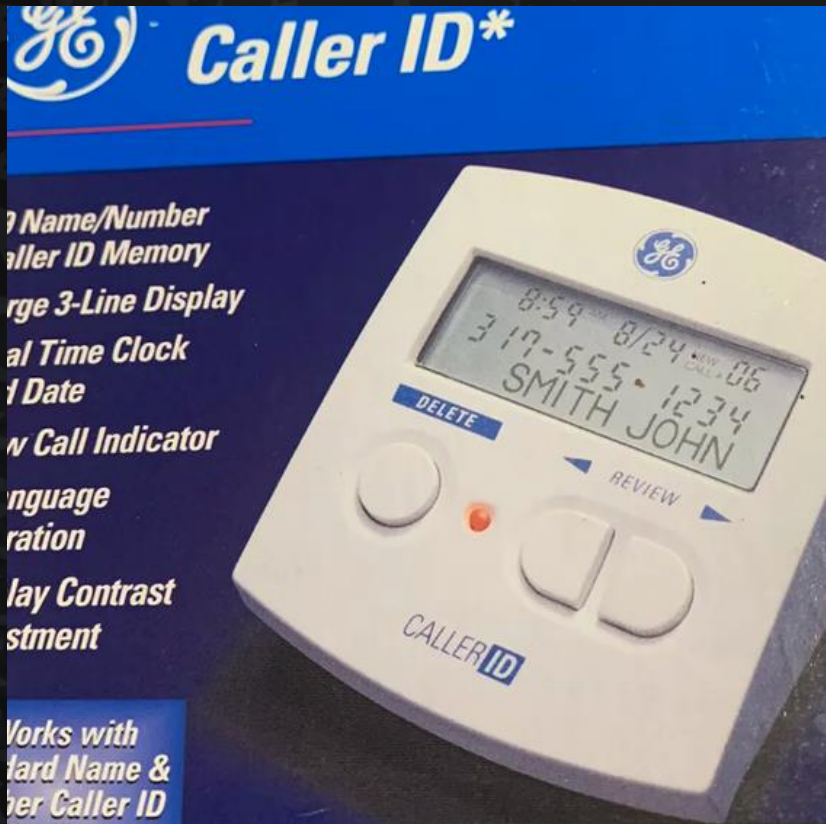














# KNOWING PUBLIC OPINION IS KEY TO LEADERSHIP



***"The Basis of Our  
Government Being (is) the  
Opinion of the People"***

**Thomas Jefferson**



***"Public Opinion In This  
Country is Everything"***

**Abraham Lincoln**

# KNOWING PUBLIC OPINION IS KEY TO LEADERSHIP



*"I always read a lot of Lincoln, and I'm reminded of his adage that, with **public opinion**, there's nothing you can't accomplish; without it, you're not going to get very far."*

**January 2013**



# METHODS OF PUBLIC OPINION RESEARCH...



## **Qualitative Research:**

- Focus Groups - In person and online
- Intercept Interviews
- Online panels



## **Quantitative Research:**

- Surveys



# PURPOSES OF RESEARCH METHODS...

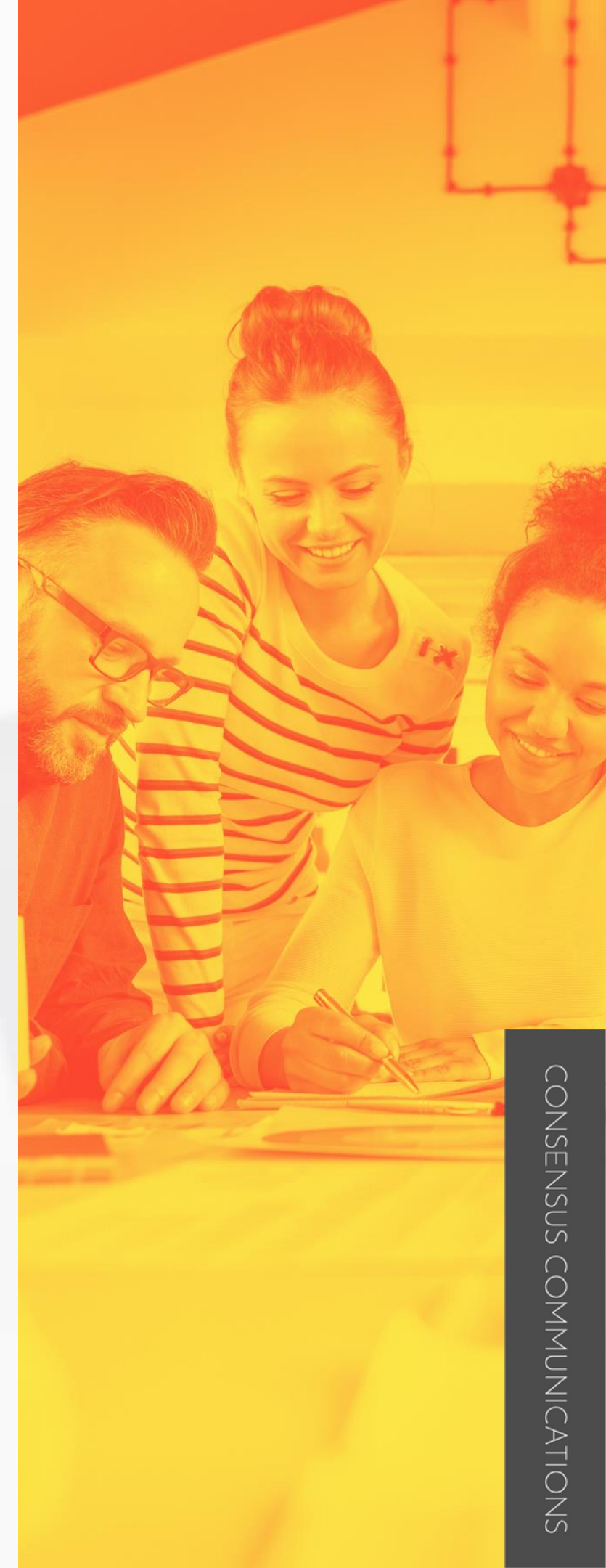


## **Qualitative Research:**

**On the front end, for purposes of learning:**

- Takes on the issue from “civilians”
- Visceral reactions
- The common vernacular
- Words to use and words to lose
- Trolling for messages

**On the back end, to test ad concepts**





# PURPOSES OF RESEARCH METHODS...



## Quantitative Research:

- Provide an accurate, projectable snapshot of opinion
- Message testing
- Determine how something “takes a punch”
- Inform campaign strategy and budget



# ACCURATELY MEASURING PUBLIC OPINION...



**Relies on:**

- **Randomness**
- **Project Design**
- **Project Execution**
- **Data Interpretation**



# THEN AND NOW...

## Focus Groups Facilities THEN:

- In malls throughout America – not just in major metro areas
- Intercept interviews to test ads or ballot issues
- Easy and inexpensive to recruit and compensate participants

## Focus Group Facilities NOW:

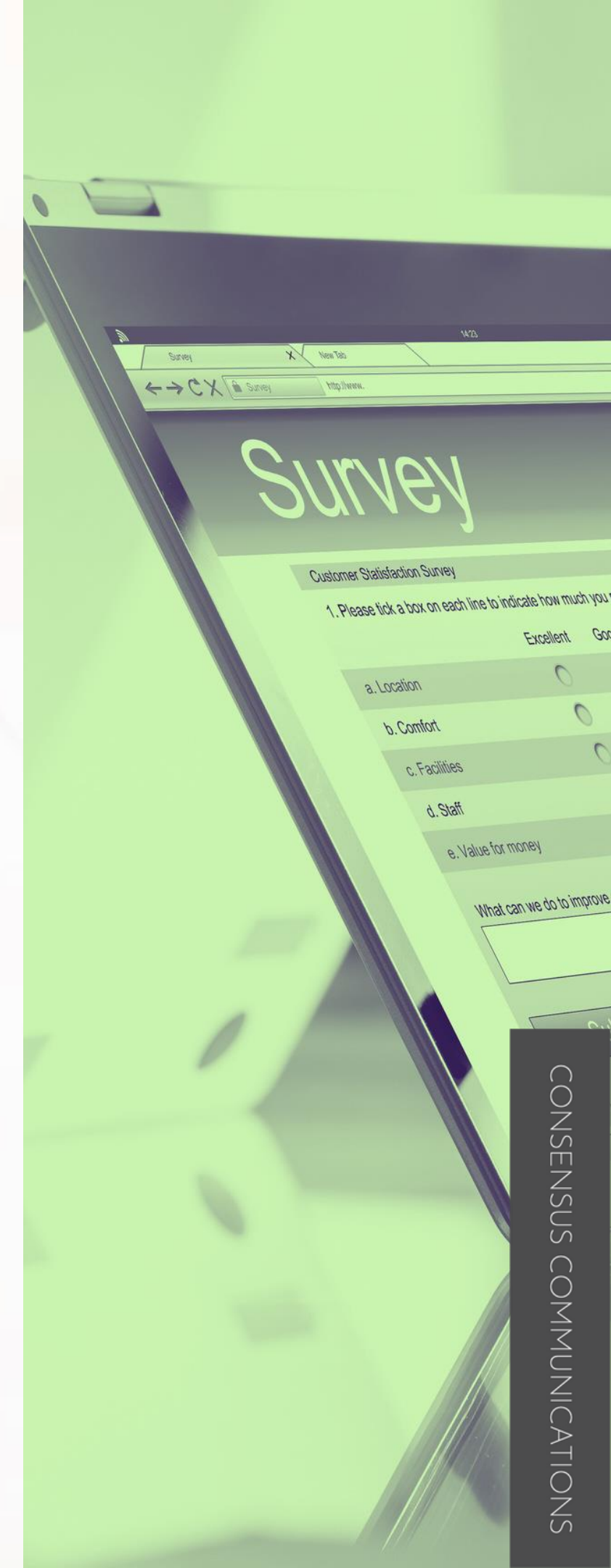
- Pre-Covid – almost only in major metro areas
- Difficult recruitment
- Post Covid – many focus group facilities went out of business



# NEW NORMAL...

## The Option of Online Focus Groups:

- Provides opportunities for greater randomization
- Greater geographic dispersal of participants
- Smaller communities where FG facilities don't exist
- Less Expensive
- More efficient to execute

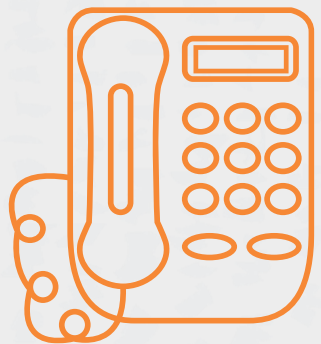




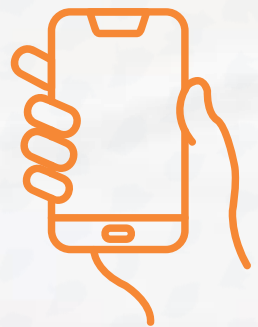
# THEN, AND NOW...



**Polling THEN:** 1 completed survey per 5 phone numbers called.



**Polling in the 1990s:** 1 completed interview per 10 phone numbers called.



**Polling NOW:** 1 completed survey per 300 landlines called and 1 per 200 mobile numbers called.



## Opinion | The dirty little secret pollsters need to own up to

By David Hill  
November 19, 2020 at 3:23 p.m. EST



***"To complete 1,510 interviews over several weeks, we had to call 136,688 voters."***

.....

When participation rates are so low, it calls into doubt the science of polling, which relies on random samples

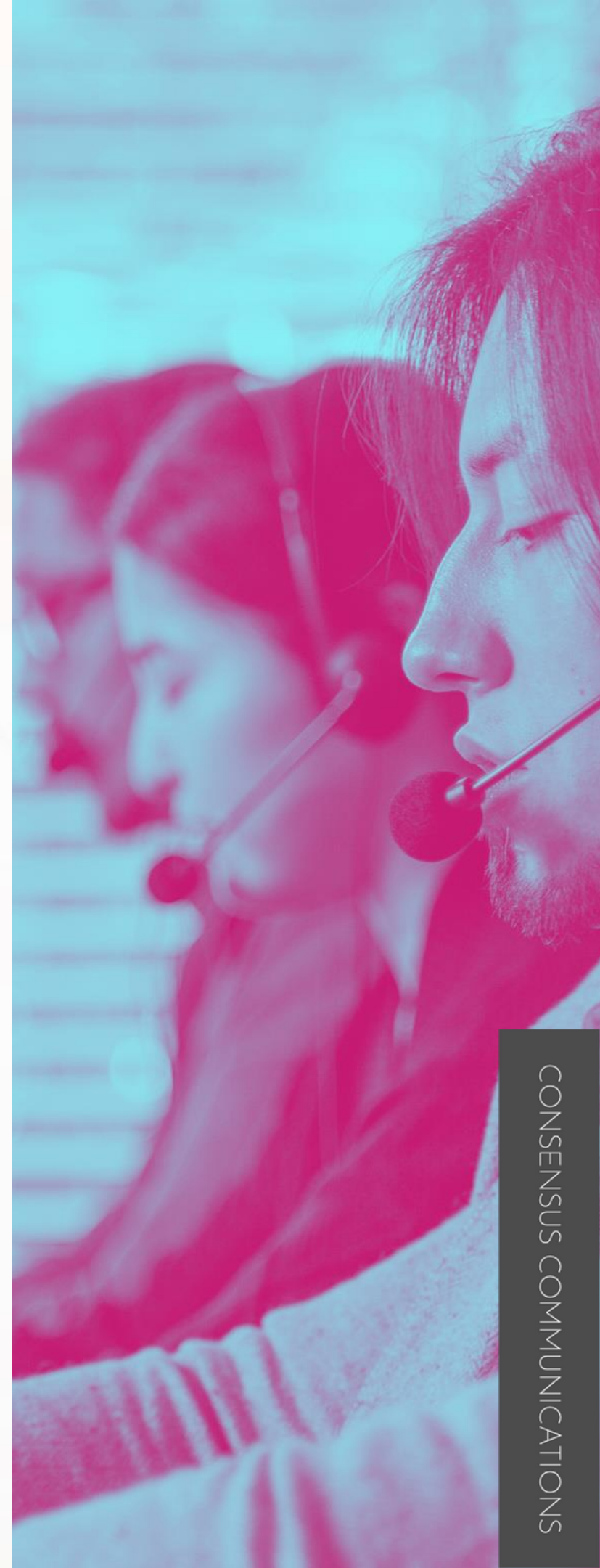
Low participation means that those being interviewed are not random, but a self-selected group that is willing to share their opinions.



# NEW NORMAL...

## The New Face of Polling:

- Shorter surveys
- Verified sample
- Mixed mode (landline, cell phone, text)
- Longer time in the field
- Noting but tracking within 60 days of an election





# WHY THIS MATTERS

## Accurately Assessing Public Opinion:



Helps achieve political and policy goals



Provides the basis for sound strategy



Identifies best messages



Helps allocate media resources