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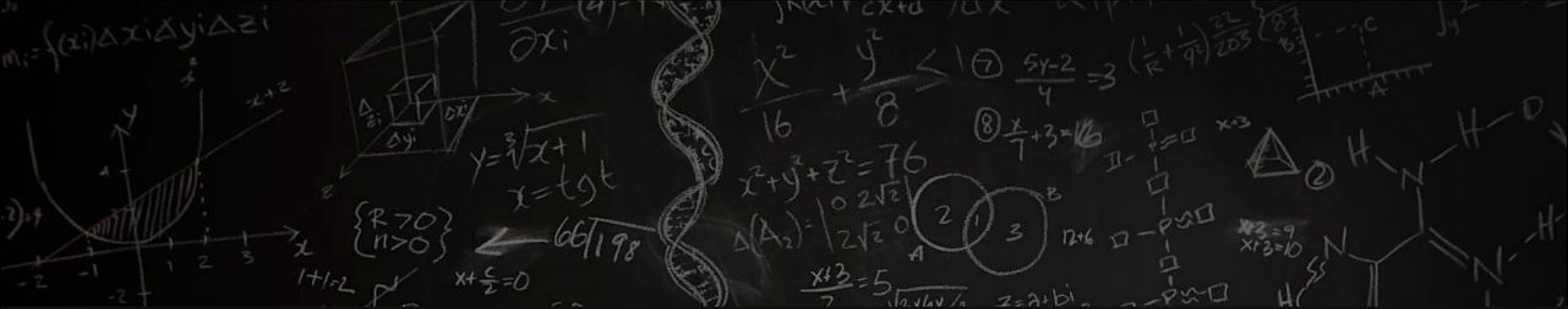
The State and Use of Polling: A Primer

Presentation

June 24, 2021



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The State of Polling



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The art and science of research remains reliable

- \$800M industry, always consulting myriad audiences and providing insights/advice to companies, governments, not-for-profits
- Constantly evolving methodologies and analytical techniques
- Are declining response rates a problem?
- Election polling challenges and successes
- Impact of COVID-19 pandemic

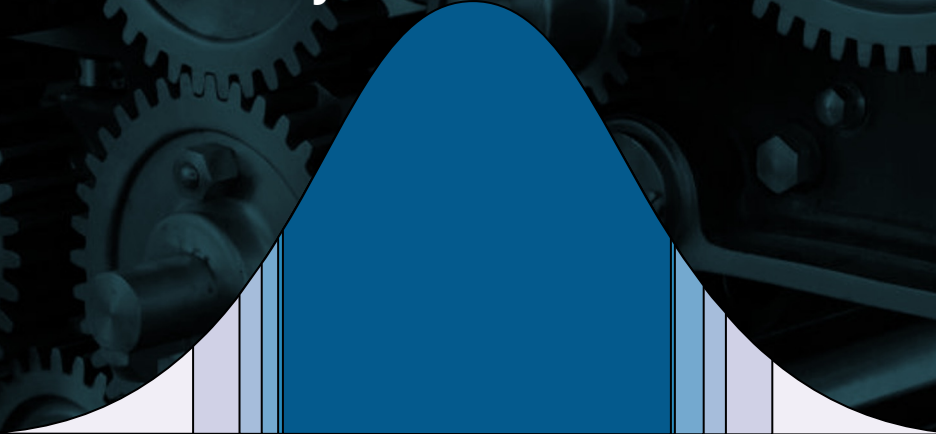
Every sample source & methodology has pros and cons

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- **Live-Interviewer Phone**
 - Limitations: Under 30s, landline vs. cellphone
- **IVR (Automated)**
 - Limitations: Smaller geographies, younger age brackets, question type/number
- **Online Panel**
 - Limitations: Smaller geographies, specific panel/recruit skews
- **Text, Text2Web, and IVR2Web**
- **Social media-sourced online surveys**

Mitigating challenges

- Multiple panels
- Mixed methodologies/sources
- Social media sourcing
 - To capture extreme right/left and alienated who are not answering traditional surveys



Reading public (or other) polls

- **Sponsor**
- **Sample size**
- **Methodology:**
 - Are methodology disadvantages mitigated?
 - Not all panels are created equal
 - Mixed-methodology/source?
- **Survey length and questions displayed**
- **Survey/question design: Order, dynamics**
- **Not all research firms are created equal**



How Polling Can Benefit Your Organization

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Member consultation

- Engage members
- Understand member priorities, preferences, needs, concerns
- Input, feedback, buy-in

Inform and guide internal strategy

- Understand government standing with public, public support for policies – and why / not
- Monitor and track public opinion during events (ex. strikes)
- Understand key message/information drivers to drive public support or opposition vs. your/government policy proposals
- Segment the public, and identify key target audiences – who they are, what messaging will influence them, and how to reach them
- Utilize social media-tagging technology (pixels) to accelerate and fine-tune your social media ad buy/targeting

Influence decision-makers

- **Share results with government in order to influence policy decisions**
 - Highlight how policies are popular or unpopular – or could be
- **Share results publicly in order to pressure government or influence the media frame**

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