

UNDERSTANDING PUBLIC POLLING AND SOCIAL LISTENING





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Social Listening

- What is it?
- How does it differ from social monitoring?
- Why it's important?
- What are the benefits?
- Case Studies - Who's doing this well?
- How to get started?
- What tools are available?

SOCIAL LISTENING

so·cial **lis·ten·ing**

(v.) the process of monitoring sentiment towards your brand, products, competitors, and industry across social media platforms.

- **Keyword monitoring**
- **Tagged and untagged mentions**
- **Peer/ competitor tracking**
- **Direct Messages/ Replies**



SOCIAL MONITORING VS. SOCIAL LISTENING

MONITORING

Focused

Quantitative

Measurement

Reactive

Goal: Audit

VS.

LISTENING

Comprehensive

Qualitative

Strategy

Proactive

Goal: Optimization

WHY IT MATTERS

- **Over 4.8 billion users** worldwide (60% of Earth's population)
- **50 million new social users** between April 2022 and April 2023 alone
- Average daily use = **2 hours and 24 minutes.**



BENEFITS

A strong social listening strategy reaches beyond marketing to inform:

- **Branding**
- **Industry/ Competitor Insights**
- **Influencer Identification**
- **Campaign Strategy**
- **Customer Service**
- **Product/ Service Development**
- **Crisis Management**



**Challenge your
preconceptions, or
they'll challenge
you.**

WINNER'S CIRCLE

NETFLIX



The New York Times



Coca-Cola

WINNER'S CIRCLE: TACO BELL



GETTING STARTED

1

Identify
your goal

2

Define
channels

3

Define
measurements

4

Pick your
tools

5

Analyze
your results

6

Adapt
and
Optimize

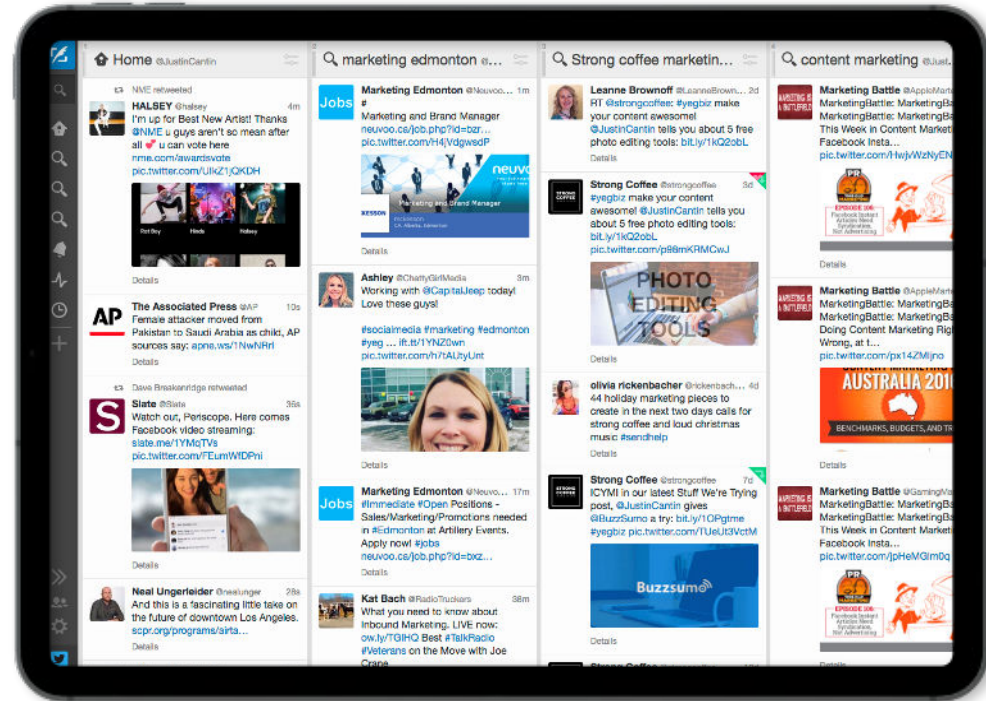
TOOLS

In-platform

- Meta Business Suite, LinkedIn, Tweetdeck

Paid (\$\$)

- Brandwatch, Hootsuite, Mention, Talkwalker, Sprout Social, Sysomos, Buffer, HubSpot, Brand 24, BrandMentions, Meltwater, NetBase



Public Opinion Polling

- Aren't all of the polls terrible?
- Do we still need polling?
- Who the heck answers phone polls from random callers?
- How and why should public affairs professionals utilize survey research?
- How do I test persuasive messaging or creative with voters / consumers?
- How do I measure important geographic / district differences without spending a massive amount on polling?
- Can't AI solve this all for me?

Polling Accuracy

- 2016 – D+3.0 combined bias, shock to the system
- 2018 – Good polling year, return to fundamentals
- 2020 – D+4.7 combined bias, worse than '16 in many ways after Trump adjustments, complicated by COVID
- 2022 – Really good polling year, some bad media analysis / partisan garbage polls / bandwagoning

Polls were historically accurate in 2021-22

Weighted-average error of polls in the final 21 days* before presidential primary and presidential, Senate, House and gubernatorial general elections since 1998

CYCLE	PRESIDENT		SENATE	HOUSE	GOV.	COMBINED
	PRIMARY	GENERAL				
1998	–	–	7.5	7.1	8.1	7.7
1999-2000	7.9	4.4	6.0	4.3	4.9	5.5
2001-02	–	–	5.5	5.6	5.2	5.4
2003-04	7.0	3.3	5.3	5.8	5.5	4.8
2005-06	–	–	5.2	6.5	5.1	5.7
2007-08	7.7	3.5	4.7	5.9	4.4	5.5
2009-10	–	–	4.9	7.0	4.7	5.8
2011-12	8.9	3.7	4.7	5.5	4.9	5.3
2013-14	–	–	5.3	6.8	4.5	5.3
2015-16	10.2	4.9	5.0	5.8	5.4	6.8
2017-18	–	–	4.2	4.9	5.2	4.9
2019-20	10.2	5.0	5.8	6.5	6.4	6.3
2021-22	–	–	4.8	4.0	5.1	4.8
All years	9.2	4.3	5.4	6.1	5.4	6.0

Polling Accuracy

- Tremendous range in pollster accuracy
- Private pollsters not represented in these ratings – usually in top tranche of results because more revenue necessitates more accurate polls
- **Tip** – ask your prospective pollster for their mean polling error from past few cycles

The most and least accurate pollsters of 2021-22

Average error, share of elections “called” correctly and average statistical bias of each pollster’s polls in the final 21 days* before Senate, House and gubernatorial general elections in the 2021-22 cycle, for pollsters that conducted at least five such polls

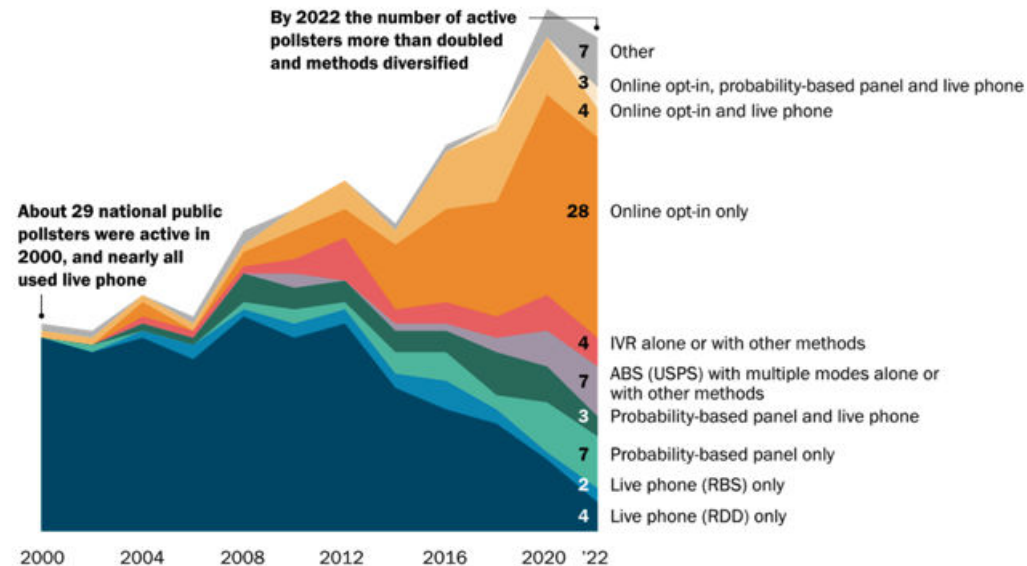
POLLSTER*	# OF POLLS*	AVERAGE ERROR*	% OF CORRECT CALLS*	AVERAGE BIAS*
Suffolk University	6	1.9	83%	R+0.7
The New York Times/Siena College	12	1.9	88	EVEN
Alaska Survey Research	5	2.2	100	R+1.9
SurveyUSA	12	2.4	100	EVEN
Echelon Insights	8	2.4	63	R+1.2
Beacon Research/Shaw & Co. Research	10	2.9	70	R+0.9
Marist College	10	3.0	90	D+2.8
Cygnal	19	3.1	92	D+0.6
Fabrizio, Lee & Associates	7	3.2	79	R+2.5
Research Co.	23	3.3	87	D+0.2
OH Predictive Insights	5	3.4	60	D+0.3
Ipsos	6	3.8	17	D+3.7
KAConsulting	11	3.9	91	R+3.9
Remington Research Group	10	4.1	70	R+2.6
Emerson College	55	4.1	82	R+1.3
YouGov	18	4.1	81	D+2.8
Data for Progress	33	4.4	79	R+1.8
Rasmussen Reports	7	4.4	86	R+4.4
Civiqs	17	4.5	88	D+3.3
Siena College	7	4.5	71	D+3.8
Targoz Market Research	9	4.8	56	R+3.7
RRH Elections	5	5.1	80	R+5.1
Morning Consult	6	5.2	8	D+5.2
University of New Hampshire Survey Center	7	5.2	100	R+4.2
Trafalgar Group	37	5.3	62	R+4.9
InsiderAdvantage	29	5.3	67	R+3.8
Patriot Polling	7	5.5	71	R+5.5
Phillips Academy	7	5.5	57	R+3.5
Wick	9	5.7	56	R+4.6
co/efficient	15	5.9	63	R+5.8
Moore Information Group	5	8.3	30	R+8.3
Amber Integrated	7	9.4	86	D+7.8
Ascend Action	6	15.0	83	D+15.0

What is the industry doing to improve?

- Mode experimentation
- Mixed-mode experimentation
- Leveraging more rigorous statistical modeling of likely voters
- Continued adjustments for asymmetric partisan / anti-establishment / civic engagement nonresponse

Polling has entered a period of unprecedented diversity in methods

Number of national public pollsters in the U.S. using method(s)



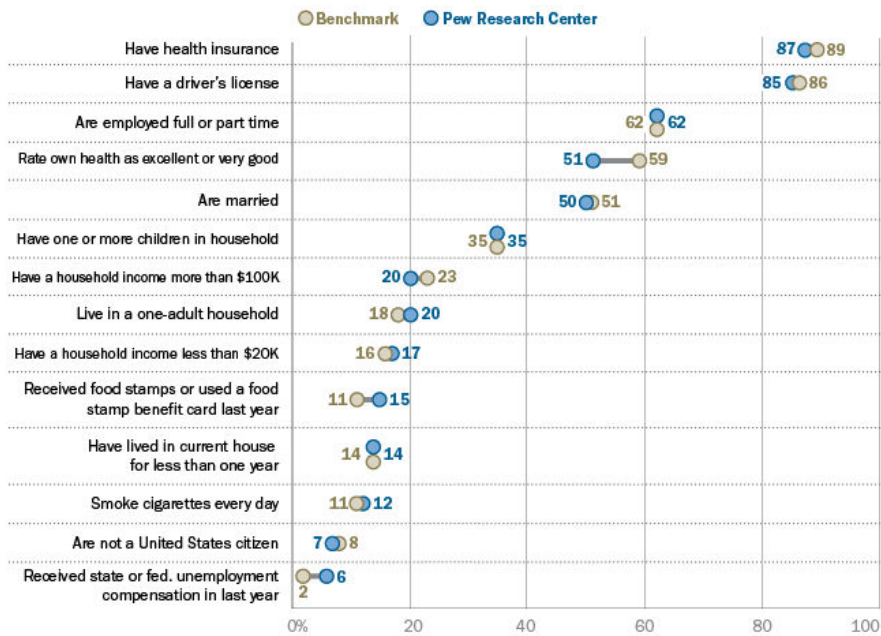
Note: Figures represent the number of active national public pollsters in each year and the method(s) that they used. IVR refers to interactive voice response, also known as robo-polling, ABS refers to address-based sampling, RBS refers to voter registration-based sampling, RDD refers to random-digit-dial sampling.

Source: Pew Research Center analysis of external data. See Methodology for details.
"How Public Polling Has Changed in the 21st Century"

What is the industry doing to improve?

On key demographic and lifestyle benchmarks, Pew Research Center surveys closely aligned with federal surveys

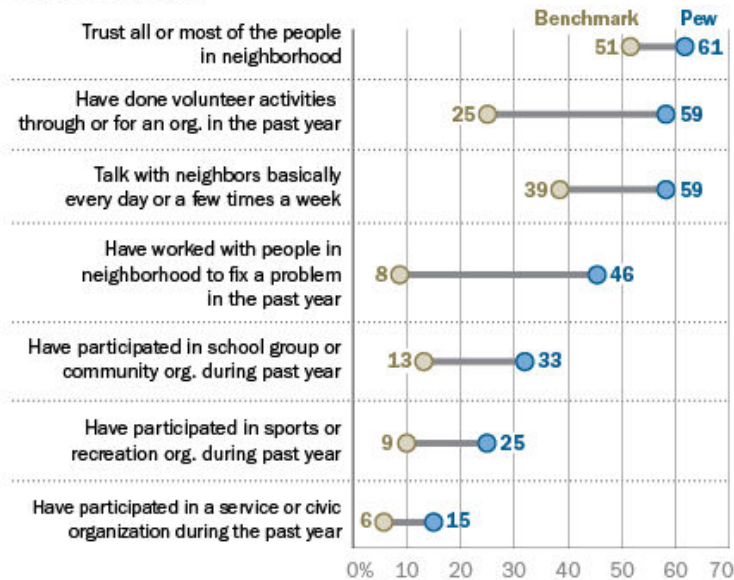
% who say they ...



Source: Survey conducted Aug. 23-Sept. 2, 2016. Benchmark estimates from 2015 American Community Survey and 2015 CPS Annual Social and Economic supplement. See appendix for details.
 "What Low Response Rates Mean for Telephone Surveys"

Reports of civic engagement higher than in benchmark surveys

% who say they ...



Source: Survey conducted Aug. 23-Sept. 2, 2016. Benchmark estimates from 2013 CPS Civic Engagement supplement.

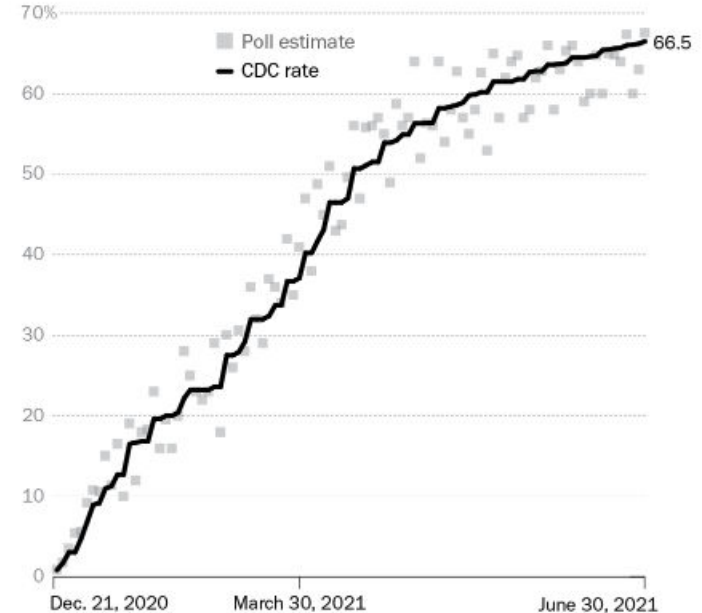
"What Low Response Rates Mean for Telephone Surveys"

Why is polling important for public affairs?

- Very accurate at measuring public opinion and behaviors among full US adult population
- Essential for measuring persuasive efficacy of messaging and creative
- For rapid response / crisis management, important supplement to social listening (for full population view)
- By leveraging database-matched survey work, identify geographic / regional / district opportunities

Polls on COVID-19 vaccination closely track CDC data

% of U.S. adults administered at least one dose of vaccine



Note: Poll dates refer to the latest date in data collection.

Source: Poll estimates from 98 public polls conducted by 19 polling organizations from Dec. 29, 2020, to June 30, 2021. CDC rate includes adults 18 years or older.

PEW RESEARCH CENTER

Testing persuasion

- Much more statistically rigorous approaches than traditional message batteries (quant) / focus groups (qual)
- Persuasion testing is extremely underutilized by public affairs professionals

Thinking about the benefits of free trade, which of the following arguments do you find the **MOST** persuasive?



American-led trade has been essential to building thriving communities where people have good jobs, small businesses flourish, and hardworking families pay less for the things they buy every day. ✓

Progress happens when we share ideas, goods, and services. Through this sharing, trade creates opportunities for people to improve their lives and the lives of others. ✗

Trade is what first drove people to build ships, cross vast uncharted oceans, and discover new continents. It led to roads and bridges, towns and cities, and entire civilizations. It fueled the Industrial Revolution, the American Revolution, and countless life-saving changes in science, technology, farming, manufacturing, and medicine.

Opening new international markets to sell American-made products and services is a win for everyone. It creates more jobs at home and provides the rest of the world with high-quality, American-made products.

Some analysts support the governments plan to focus on lowering the prescription drug costs for Medicare beneficiaries by capping the amount of money they must pay out-of-pocket for prescription drugs each year.

Some have said that the governments new price transparency rules will allow Americans to easily view and shop for available health care services, leading to greater competition amongst health care providers, and lower prices for consumers.

Some economists have noted that the increase in cost of health care is directly related to the increase in government control of health care.

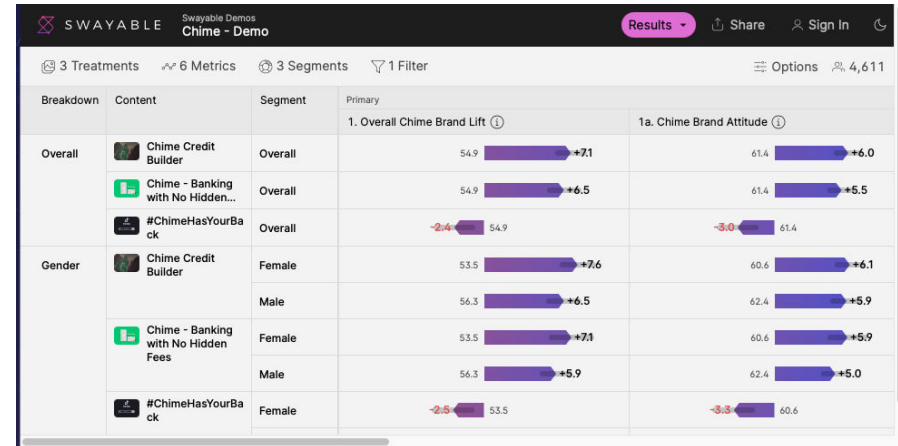
MaxDiff

Ordering many messages

	PCT_BEST	PCT_NEUTRAL	PCT_WORST	SCORE
American-led trade has been essential to building thriving communities where people have good jobs, small businesses flourish, and hardworking families pay less for the things they buy every day.	31%	53%	17%	0.14
Progress happens when we share ideas, goods, and services. Through this sharing, trade creates opportunities for people to improve their lives and the lives of others.	31%	48%	22%	0.09
Trade is what first drove people to build ships, cross vast uncharted oceans, and discover new continents. It led to roads and bridges, towns and cities, and entire civilizations. It fueled the Industrial Revolution, the American Revolution, and countless life-saving changes in science, technology, farming, manufacturing, and medicine.	22%	56%	22%	0
Opening new international markets to sell American-made products and services is a win for everyone. It creates more jobs at home and provides the rest of the world with high-quality, American-made products.	23%	52%	25%	-0.01
Some analysts support the governments plan to focus on lowering the prescription drug costs for Medicare beneficiaries by capping the amount of money they must pay out-of-pocket for prescription drugs each year.	24%	51%	25%	-0.02

RCTs

Test persuasiveness of creative by segment

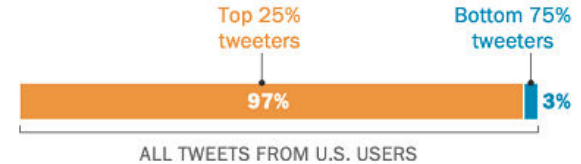


Surveying for instant feedback

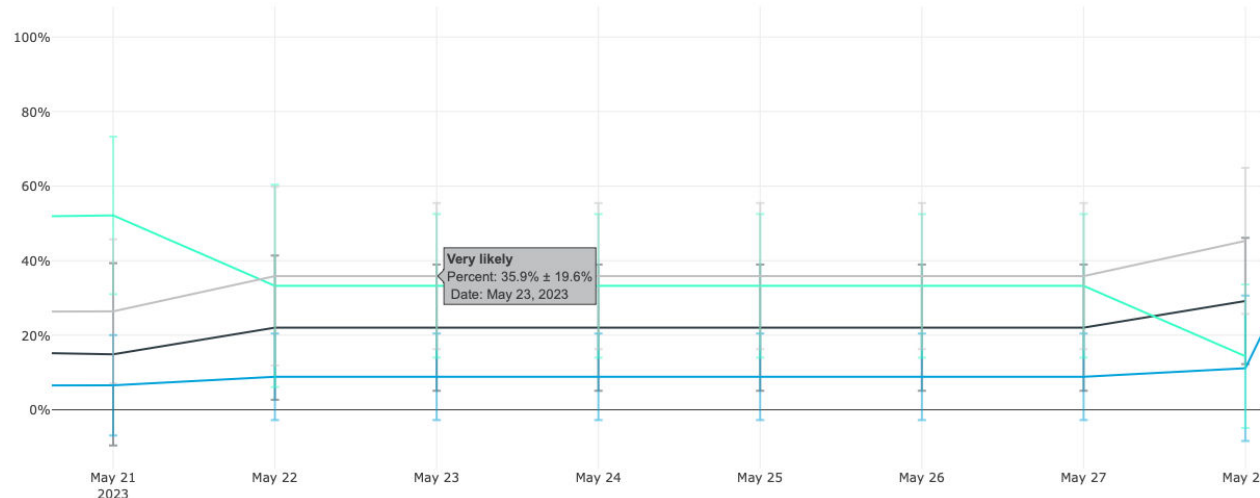
- Supplement / contextualize social listening insights with instant thermometer large-population research
- Essential, given that top tweeters ≠ Twitter users ≠ Americans
- Omnibus survey products offer cost-effective instant reads

One-quarter of users produce the vast majority of tweets from U.S. adults

Share of all tweets produced by U.S. adult users created by ...

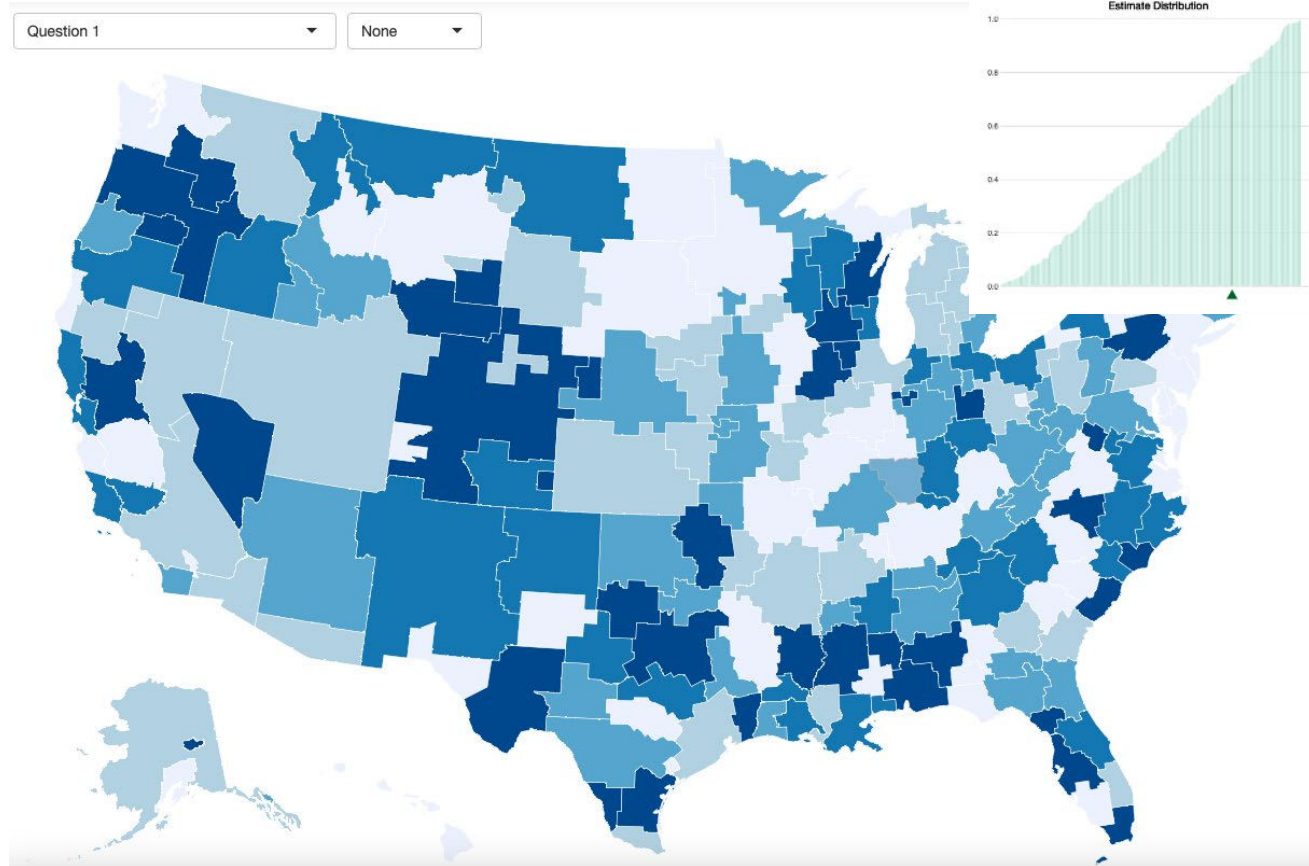


[ASKED OF NETFLIX USERS WHO SHARE ACCOUNT OUTSIDE OF HH] You said that you share your Netflix account with other people outside of your household. If Netflix adds an extra fee of \$2.99 per month to continue to share your account outside of your household, how likely are you to pay the extra fee in order to continue sharing your account?



Small geography estimations

- Traditionally, gathering statistically meaningful sample across small geographies = insanely expensive survey
- Nationwide survey + voter / consumer database + statistical modeling = accurate small geography estimations
- Example uses include measuring policy alignment by congressional district, brand awareness by DMA

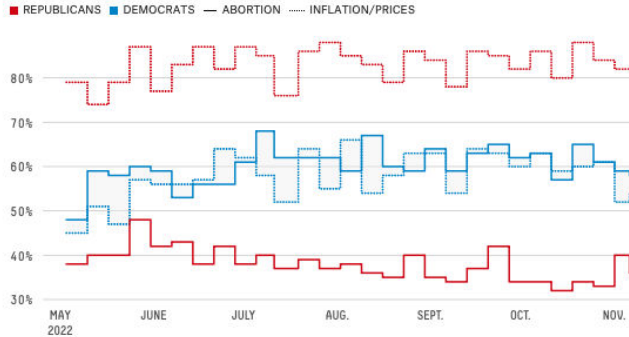


Can't AI solve this all for me?

- It can help!
- Exciting experimentation using AI to code verbatim (open-ended) survey responses

Abortion has been as important as inflation to Dems since May

Percent of survey respondents who said abortion and inflation/prices were "very important" issues for the U.S. by reported party affiliation, May to November 2022



Results from weekly survey of 1,500 U.S. adult citizens conducted by YouGov/The Economist. Date shown is the end date of each particular survey. Respondents could select multiple issues as "very important".

FiveThirtyEight

SOURCE: YOUGOV/THE ECONOMIST

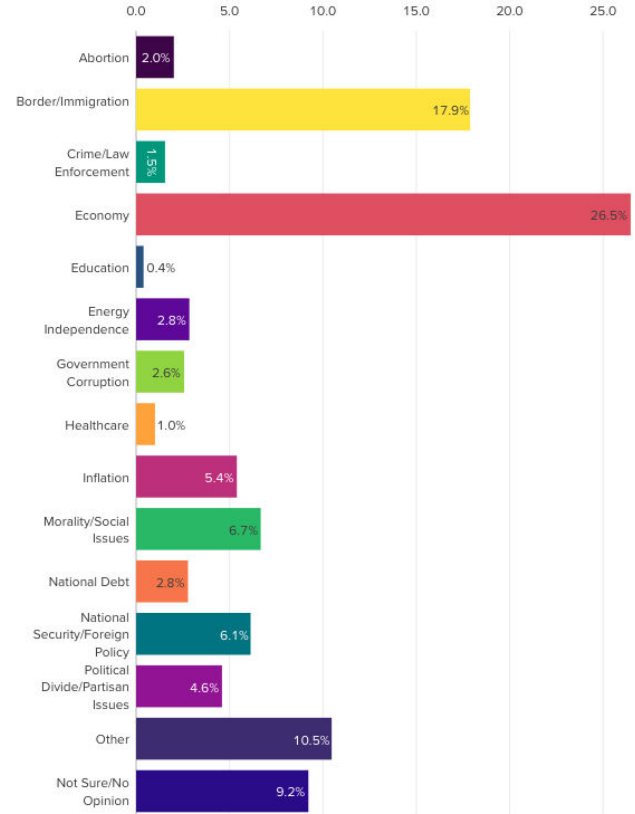
11. In your opinion, what is the most important issue facing the United States to

Hide Responses ▾

Respondent	Response
41	water
44	getting rid of trump
45	the economy
47	i think theres so many border and enjorgy
48	THE ECONOMY
49	immigration
55	immigration and border policy
56	Too much government corruption in the federal level
57	I don't know the way the world is going climate change I don't know the way prescription
59	border security
60	The border security.
62	The economy
67	social polarization.
71	Safety of our country, wall, better military's issues, lowering cost of living
73	Corrupt politicians in both parties
74	Global warming
75	The Economy
77	I guess the Economy.

Most Important Issue - Coded

In your opinion, what is the most important issue facing the United States today?



THANK YOU!

