



# PAC Digital Media & Advocacy Summit Online Polling and Research

Mark Keida, PhD  
[mkeida@phrma.org](mailto:mkeida@phrma.org)

June 2018

**PhRMA**  
RESEARCH • PROGRESS • HOPE

# Topics for Today

**1**

**PhRMA's Public Affairs and our approach to research**

**2**

**The online 'revolution' in opinion research:  
Opportunities and areas of caution**

**3**

**Designing for success and managing stakeholder expectations**

**4**

**Thoughts on the future of polling**

# PhRMA Mission and Member Companies

PhRMA advocates for public policies that encourage the discovery of life-saving and life-enhancing new medicines for patients by biopharmaceutical research companies

abbvie

ALEXION

Alkermes  
Patient inspired

AstraZeneca



Biogen



Lilly

Allergan

AMGEN

astellas  
Leading Light for Life

Boehringer  
Ingelheim

Bristol-Myers Squibb



EMD  
SERONO

gsk  
do more.  
feel better.  
live longer.

Johnson & Johnson

Lundbeck



MERCK  
Be well

NOVARTIS

PURDUE

SANOFI

SUNOVION



Otsuka

Pfizer

Takeda

TEVA

ucb  
Inspired by patients.  
Driven by science.

Member companies must have a three-year average global R&D to sales ratio of 10% or greater and a three-year average global R&D spend of at least \$200M per year

# Public Affairs Department Responsibilities

**Executive Visibility**

**Proactive Media  
Outreach & Rapid  
Response**

**Online / Digital /  
Social Media &  
Promotion**

**National  
Advertising &  
Public Affairs  
Campaigns**

**Polling & Message  
Research**

**Paid Media &  
Sponsorships**

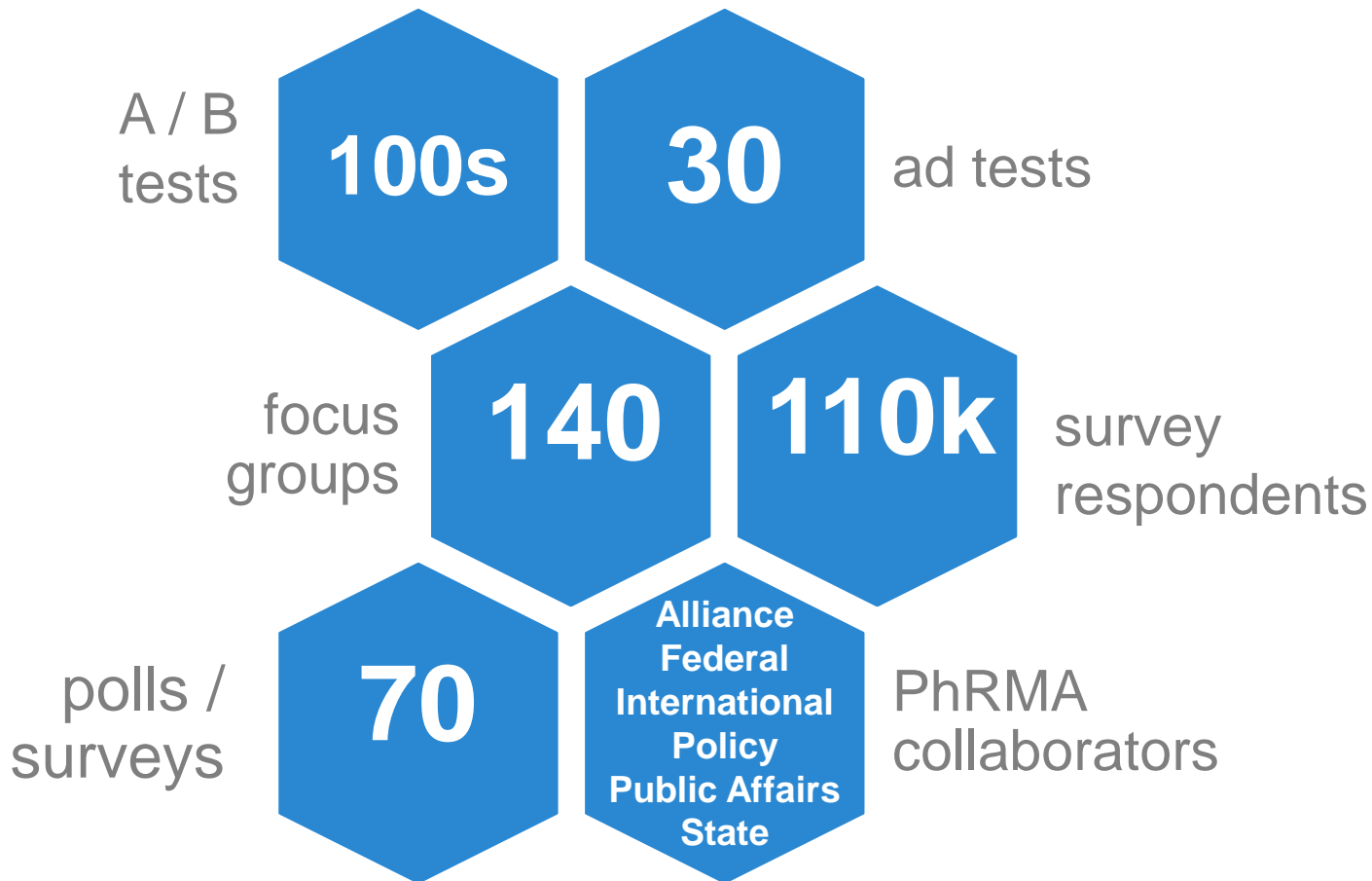
**Creative Content  
Development**

**State / Federal /  
International  
Advocacy  
Communications**

**Member Company  
/ Board  
Communications**

# PhRMA Research Program

2017-2018



## Research & Polling

- Tracks public opinion
- Informs advocacy messaging
- Tests creative and advertising
- Measures campaign effectiveness
- Complements policy research
- Provides strategic guidance

# Comprehensive Approach to Measurement and Testing



## PRE-MARKET TESTING

☒ Concept Testing ☒ Ad Testing ☒ Message Testing



## FIELD TESTING/ OPTIMIZATION

☒ A/B Optimization ☒ Brand Lift ☒ Modeling



## OUTCOME MEASUREMENT

☒ Reputation ☒ Narrative Balance ☒ Policy and Environment



# Framework for “Success” Measurement

Start with  
objectives  
(not measures)

Define what  
success looks  
like (headlines)

Set KPI metrics  
for each  
“success”  
headline

**Remember  
your reporting  
audiences!**



# When I Became a Believer in Online Surveys...

## The AP-GfK Poll, October 2013

- Beginning in October 2013, AP-GfK polls were conducted online using GfK's nationally representative Knowledge Panel
- All prior trend conducted by telephone



Public Affairs & Corporate Communications



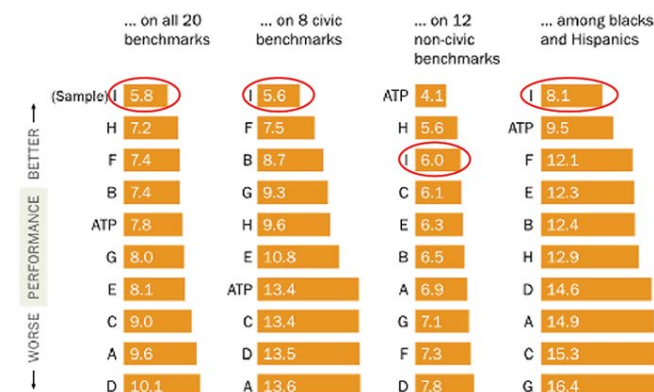
ASSOCIATED PRESS

## Evaluating Online Nonprobability Surveys, May 2, 2016

### Notable differences in data quality across online samples

#### Average estimated bias in benchmarking analysis ...

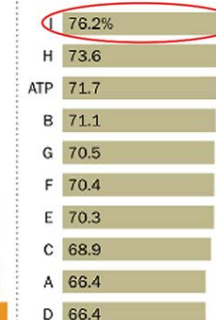
Values for each sample represent the average of the absolute differences between the population benchmarks and weighted sample estimates



Sample I = YouGov

#### Average % correctly classified in regressions

How well regression models from online samples predict outcomes on benchmark samples (average across four outcomes)

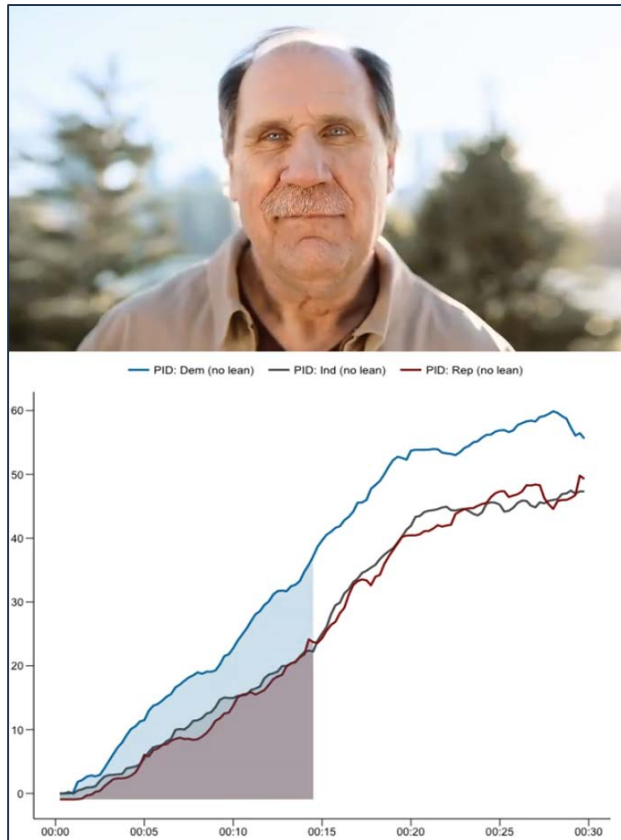


Pew Research Center

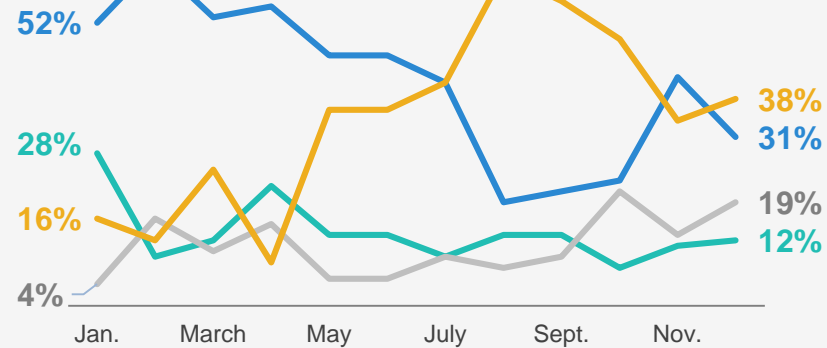


# Our Favorite Uses for Online Research

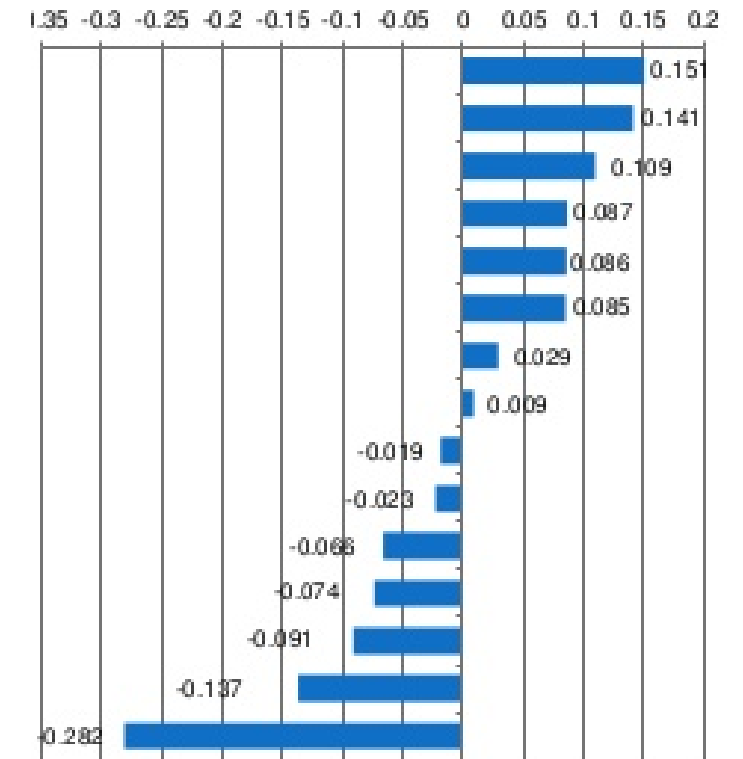
## Online Ad Testing



## News Flow / Issue Tracking

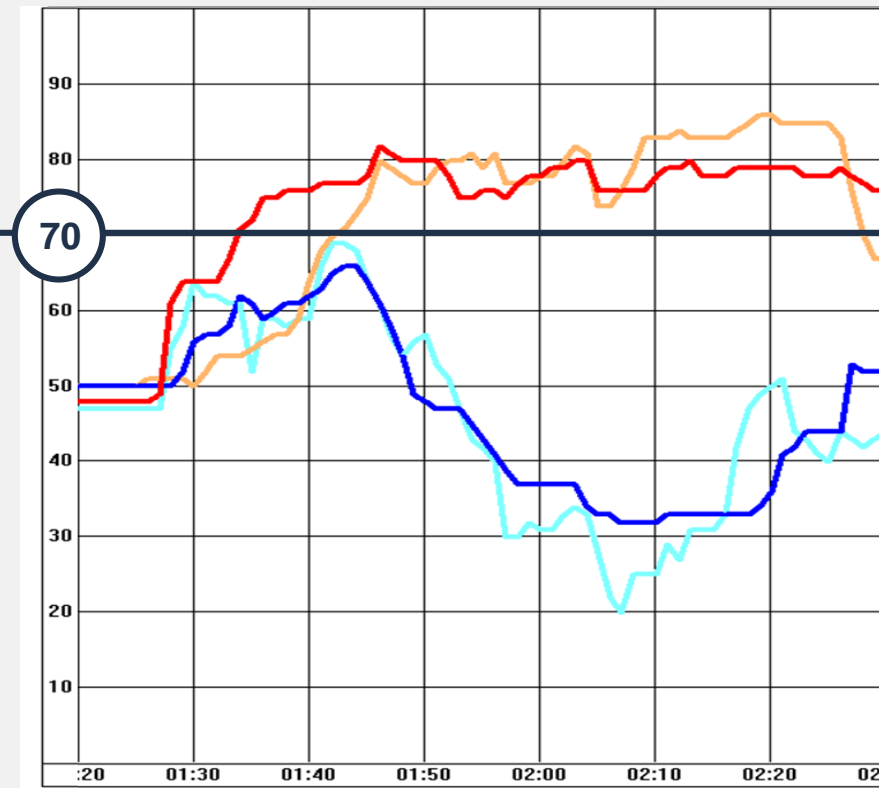


## Advanced Techniques & Differentiation

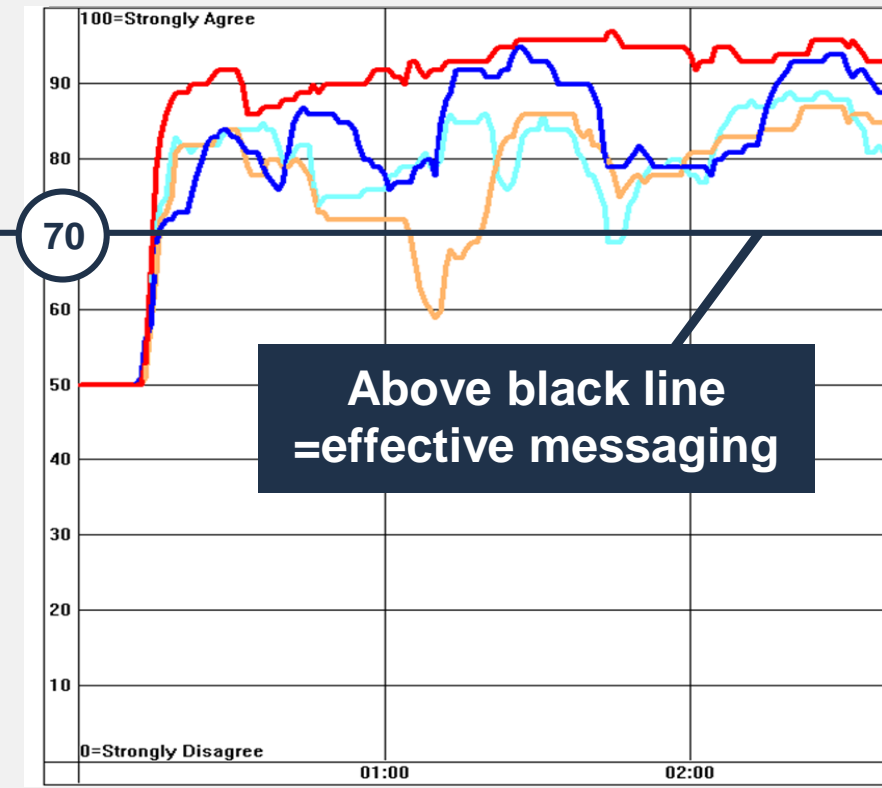


# Another Favorite: Online Message Testing

What we say today



What we should say



# Online Polling: Considerations and Cautions

## Question design

Are we measuring the right thing?

25%

46%

66%

## Key Performance Indicators

Are we moving the needle?

- Image / reputation
- Attribution
- Messaging
- Awareness
- Something else?

## Holistic Architecture

Do we have the right data?



Qual

%

Quant



Lift



Change



# Lessons Learned

**Good research outcomes are the result of good research planning**

## **Public Release**

- Write press release BEFORE survey development
- Reduce / eliminate “middle position” responses
- “Triangulate” desired headlines with multiple data points
- Consider reporting standards before choosing methodology

## **Proprietary**

- Engage broad stakeholder group early
- Identify KPIs before survey fields – what are the outcomes research needs to support?
- Clarify how data will be used and develop post-survey plan
- Consider audiences that will use the data, then plan checkpoints and debriefs accordingly

# On Our Minds for the Future...





# Questions?

**Mark Keida**

@mark\_keida

mkeida@phrma.org