

# **Research Methodology and the Use of Research in Developing Party & Campaign Messaging**

National Democratic Institute

Tripoli

2 March 2013

# Agenda

- 1 Introduction and purpose of the presentation
- 2 Research Methodology
- 3 Segmentation, Voting Behavior, Issues
- 4 Developing Party and Campaign Messaging

# Purpose of the presentation Today

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- Public opinion polling as a measure of constituent interest
- Introduce the quantitative methods for public opinion research and a technical discussion of polling
- Discuss how to segment voters, different types of voting behaviour and issues
- Showing how public opinion polling worked in Egypt

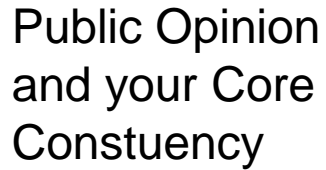
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- 4 Workshop Session

# Purpose of Public Opinion Surveys

A Key Purpose is to Reflect Public Opinion and Your Core Constituency

## Purpose



Public Opinion  
and your Core  
Constituency

## Description

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- Can be used to discern majority opinion on issues
- It help can help political parties to position themselves on issues vis a vis core voters
- It can help transfer opinions from the public to the political parties
- It can unveil patterns of public opinion across regions, age groups, gender, educational levels etc.

## Why should you trust polls?

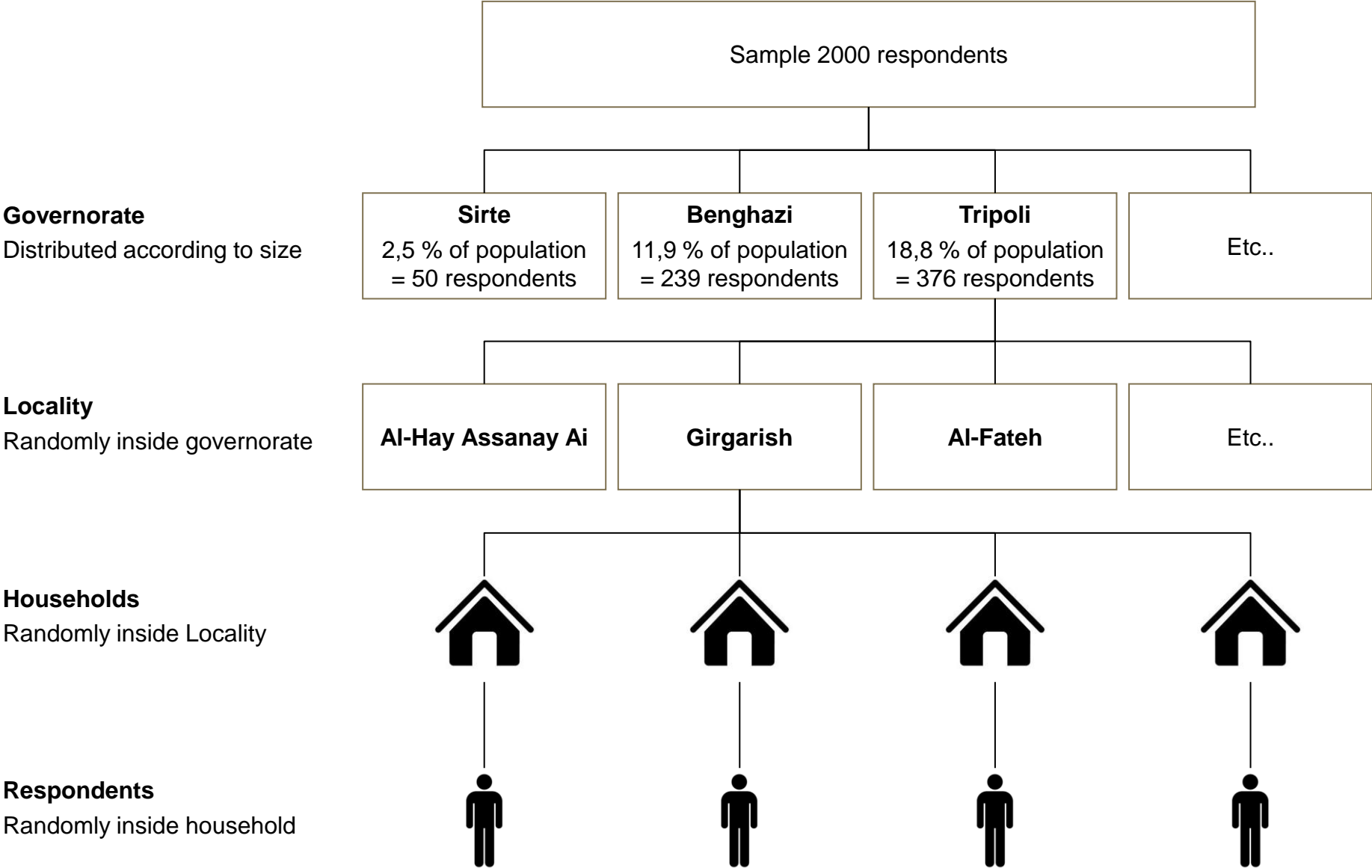
- Public opinion polling done right builds on 50 years of scientific experience developing methods for improving the accuracy of polling
- Polling has proved accurate in predicting elections throughout the world
- But not all polls are equally good

# The Process of Conducting a Public Opinion Survey



- 1000-2000 respondents from across Libya to get reliable results with low level of uncertainty
- In Libya, PPS sampling (Proportional sample according to size)
- 40-60 researchers conducting face to face interviews and using a quantitative questionnaire
- Data is weighed after the survey is completed on key demographics in Libya

# Proportional Sample According to Size in Libya





## Proportional Sample According to Size in Libya

Shabiyah	Census Population 2006	Percent of population	Number of respondents	Number of Mahallah
Tripoli	1.063.571	18.80	376	18
Benghazi	674.951	11.93	239	11
Misurata	543.129	9.60	192	9
Jafara	451.175	7.97	159	8
Al-Margheb	427.886	7.56	151	7
Al-Gabal Al-Gharbi	302.705	5.35	107	5
Zawia	290.637	5.14	103	5
Nikhat Al-Khams	287.359	5.08	102	5
Al-Gebel el-Akhdar	206.180	3.64	73	3
Al-Marj	184.531	3.26	65	3
Al-Wahat	179.155	3.17	63	3
Derna	162.857	2.88	58	3
Al-Batnan	157.747	2.79	56	3
Sirt	141.495	2.50	50	2
Sebha	133.206	2.35	47	2
Nalut	93.896	1.66	33	2
Murzuk	78.772	1.39	28	1
Wadi Al-Shati	78.563	1.39	28	1
Wadi Al-Haya	76.258	1.35	27	1
Al-Joufra	52.092	0.92	18	1
Al-Kufra	48.328	0.85	17	1
Ghat	23.199	0.41	8	1
<b>Total</b>	<b>5.657.692</b>	<b>100</b>	<b>2000</b>	<b>95</b>

# Examples of Good Polling Results

## Example

Egypt  
Parliamentary  
Election 2012

- 4 public opinion polls were conducted by the Al-Ahram Centre for Political and Strategic Studies
- It accurately predicted the election results with the Freedom and Justice Party as winner and the Nour party as runner up.

US presidential  
Election in  
2012

- Nate Silver 538 Blog
- Predicted the winner in 50 out of 50 states
- Predicted the overall result of the election

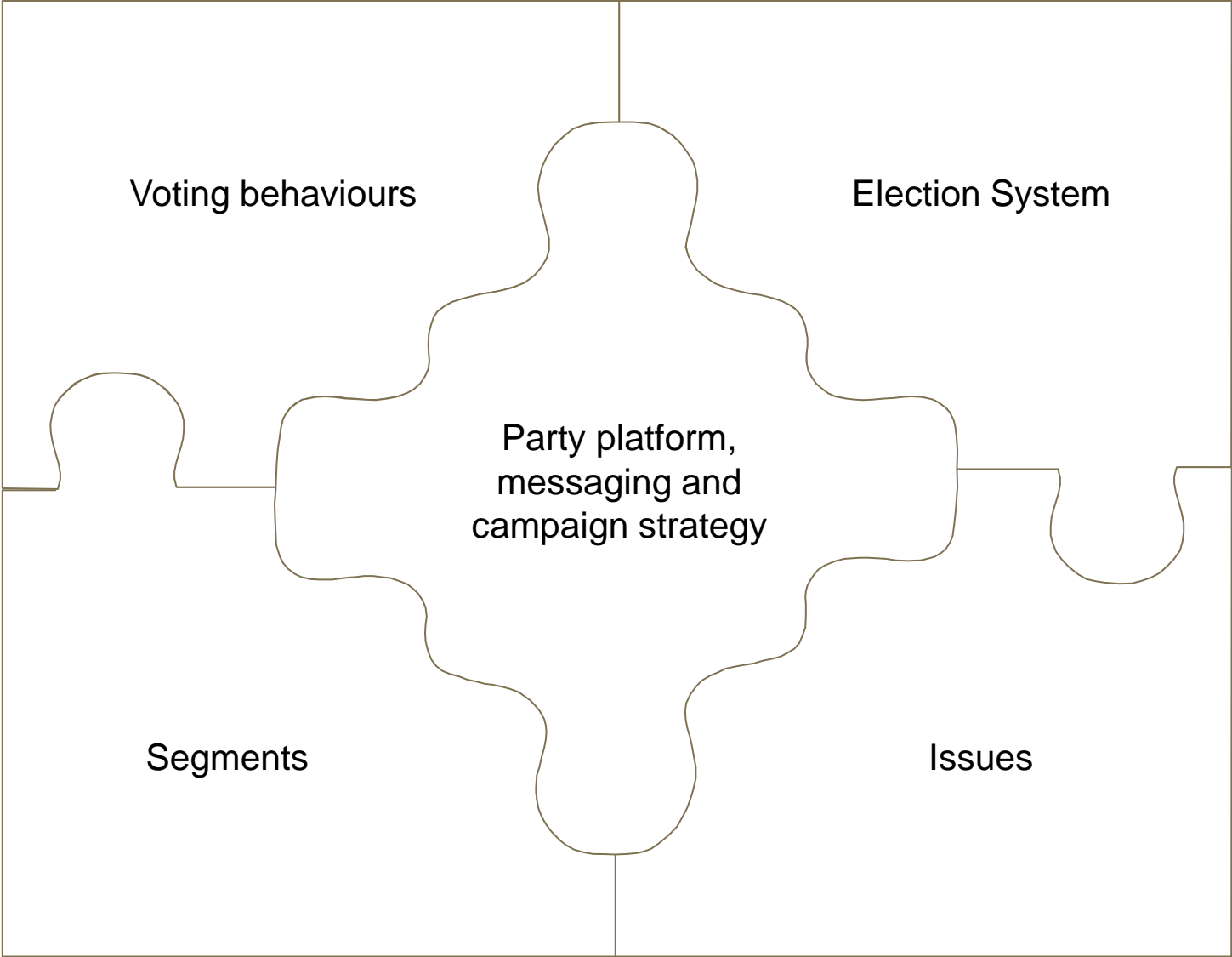
Albania  
Election in  
2005

- Poll conducted by local company sponsored by USAID accurately predicted the election result

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# Things to consider for a political party



# Segmentation of voters

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## Segment the voters

1. Core party voters
2. Voters leaning towards party
3. Undecided (potential)
4. Leaning away from party (potential)
5. Unreachable

2

## Select and prioritise segments

- Focus on base/core voters and increase voter turnout among your core voters (e.g. Bush 2000, 2004)
- Go for potential voters/independents (e.g. Freedom and Justice Party 2011, Obama in 2008)

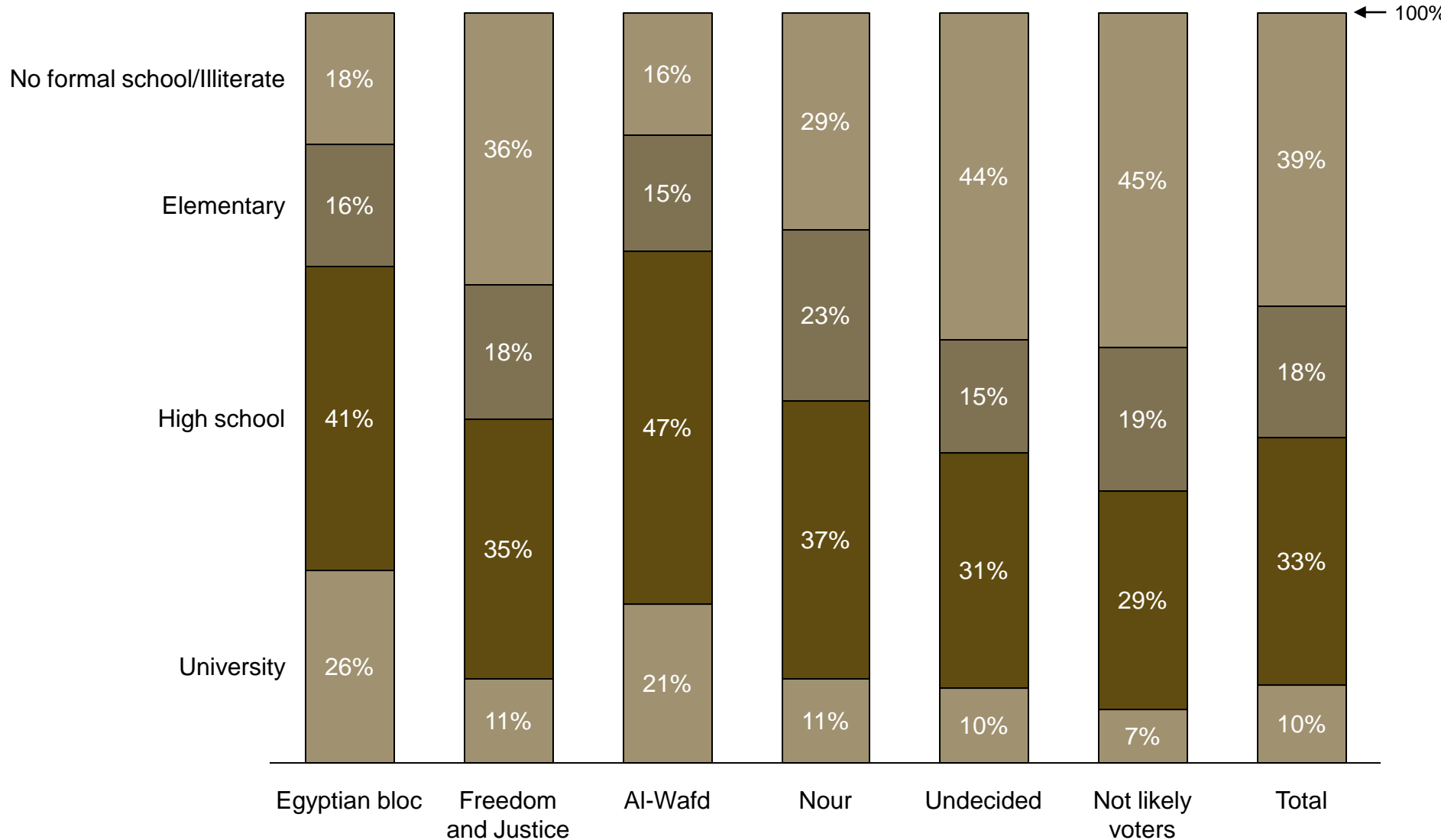
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## Describe segments

- Describe segment in demographic categories (gender, age, education, income, geographic location)
- Plan how to reach the segments
- Map segment across communication channels
- Understand voting behaviours of the segments
- Developed targeted messaging for the segments

# Egyptian Political Parties and Education

## Undecided Voters went for the Freedom and Justice Party



Note: Not likely voters are coded as the respondents who answered “no” or “don’t know” to the question: If election was tomorrow would you vote?  
 Source: Survey from November XPC-XPQ with representative sample of 4080 respondents of Egyptian Nationality above 18 years of age across 22 governorates, excluding the border governorates

# Understanding Voting Behaviour

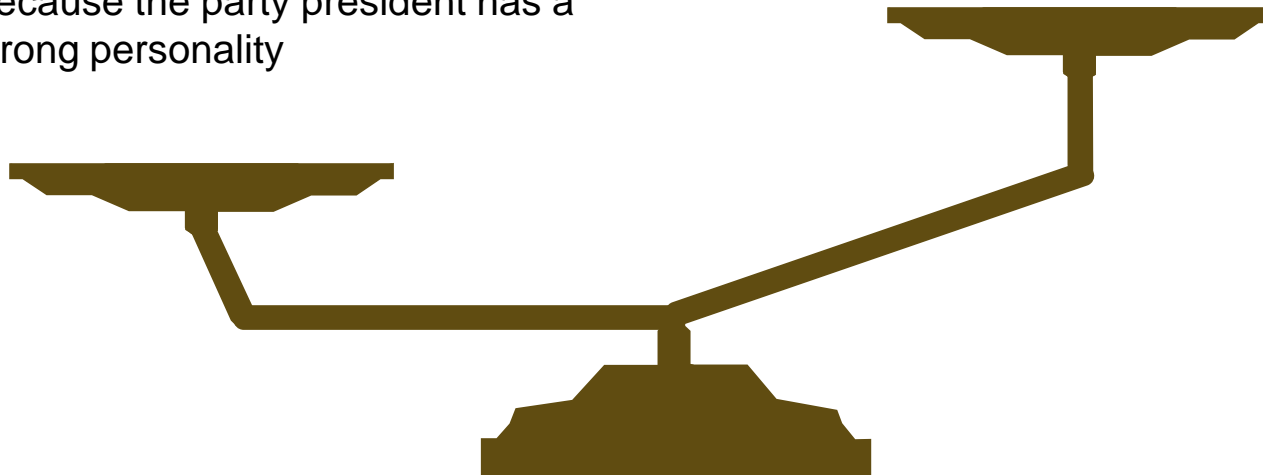
## Many Different Reasons for Voting

### Values and Issues

- Party program
  - Because I liked to party program
- Religion
  - Because the party focused on religion
  - Because it's not a religious party
- Strong leadership:
  - Because the party will eliminate the former regime and guarantee that it won't return
  - Because the party will raise the international standing of country
  - Because the party president has a strong personality

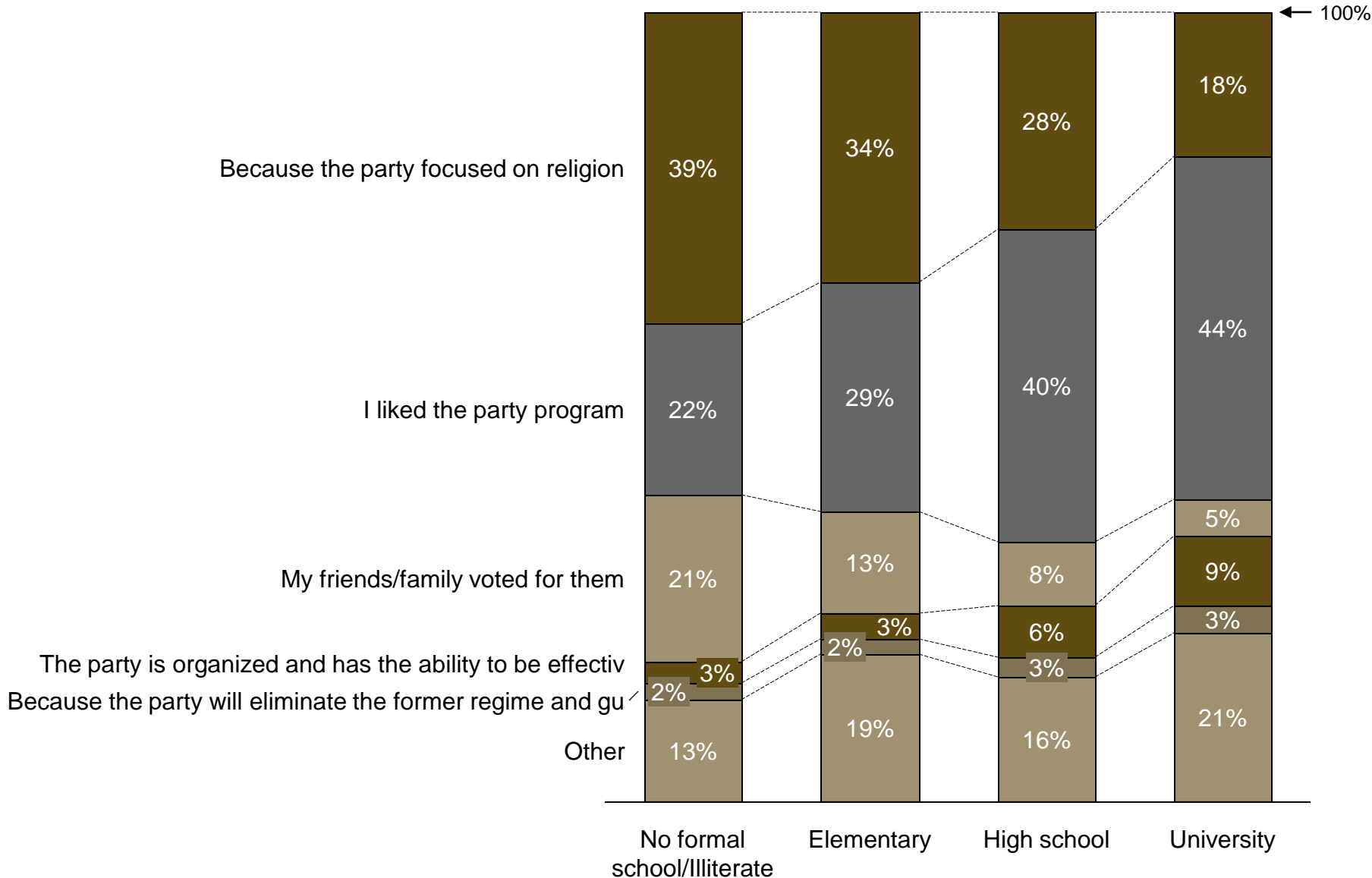
### Social Networks and Resources

- Family and network
  - My friends/family voted for them
  - Because the party is close to influential families and individuals and it obtained their support
- Service provision
  - To contain the electoral list to candidates from the village or area I live in
  - Because the candidates on the party list provide services to the area in which I live



# Understanding Voting Behaviour

## Some key Parameters on Voting Behaviour in Egypt



Source: Survey from November XPC-XPQ with representative sample of 4080 respondents of Egyptian Nationality above 18 years of age across 22 governorates, excluding the border governorates



# Selection of Issues to Campaign On

1 Choose issues that are important to the voters

- Xxx
- Xxx
- Xxx

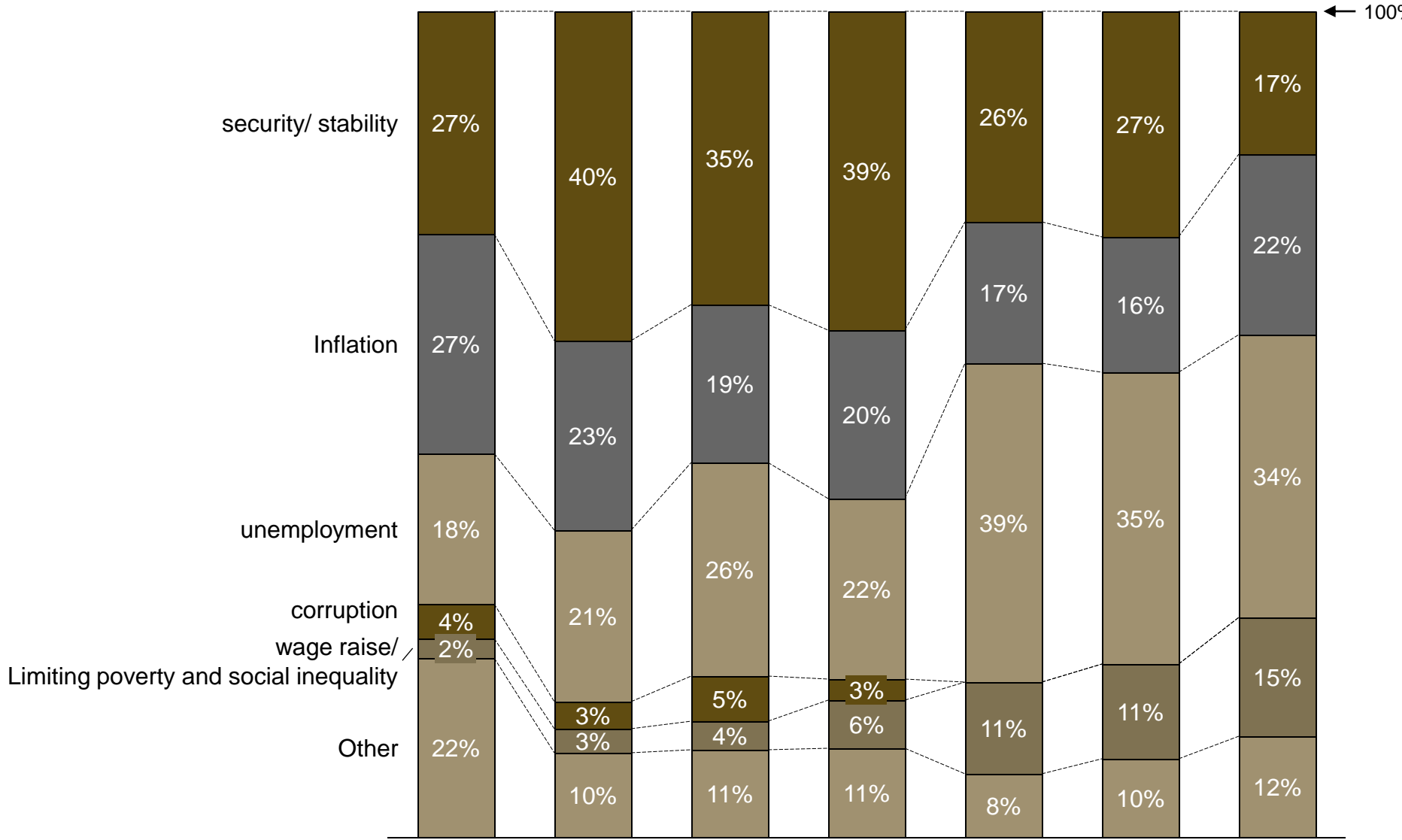
2 Evaluate your parties strengths/weaknesses on the issues

- Party strengths
- Party weaknesses
- Other parties strengths/weaknesses

3 Choose issues for your campaign

- 2-3 main issues
- Communicate issues where the party is strong
- Address the party's weaknesses
- Look for opponents weaknesses

# Current issues: Most pressing issues on Egyptians agenda from August 2011 to November 2012 (% of population)



Source: Survey from November XPC-XPQ with representative sample of 4080 respondents of Egyptian Nationality above 18 years of age across 22 governorates, excluding the border governorates

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## Workshop Session

- What are two issues?
- What are 2-3 different positions on the issues?
- If we were to poll what would public opinion be?
- What issues would you want to see poll tested?