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
4. Developing Party and Campaign Messaging
Purpose of the presentation Today

Purpose of today

- 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
Agenda

1. Introduction and purpose of the presentation
2. Research Methodology
4. Workshop Session
Purpose of Public Opinion Surveys
A Key Purpose is to Reflect Public Opinion and Your Core Constituency

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Description</th>
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<tbody>
<tr>
<td>Public Opinion and your Core Constituency</td>
<td>• Can be used to discern majority opinion on issues</td>
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<td>• It help can help political parties to position themselves on issues vis a vis core voters</td>
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<td>• It can help transfer opinions from the public to the political parties</td>
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<td>• It can unveil patterns of public opinion across regions, age groups, gender, educational levels etc.</td>
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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

- **Questionnaire development**
  - 1000-2000 respondents from across Libya to get reliable results with low level of uncertainty
  - In Libya, PPS sampling (Proportiona l sample according to size)

- **Sample Definition**

- **Recruitment of Interviewers**
  - 40-60 researchers conducting face to face interviews and using a quantitative questionnaire

- **Data-Collection**

- **Data-Entry**
  - Data is weighed after the survey is completed on key demographics in Libya

- **Reporting**
Proportional Sample According to Size in Libya

Governorate
Distributed according to size

Locality
Randomly inside governorate

Households
Randomly inside Locality

Respondents
Randomly inside household

Sample 2000 respondents

- Sirte
  2.5% of population = 50 respondents

- Benghazi
  11.9% of population = 239 respondents

- Tripoli
  18.8% of population = 376 respondents

- Etc..

- Al-Hay Assanay Ai
- Girgarish
- Al-Fateh
- Etc..
## Proportional Sample According to Size in Libya

<table>
<thead>
<tr>
<th>Shabiyah</th>
<th>Census Population 2006</th>
<th>Percent of population</th>
<th>Number of respondents</th>
<th>Number of Mahallah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tripoli</td>
<td>1,063,571</td>
<td>18.80</td>
<td>376</td>
<td>18</td>
</tr>
<tr>
<td>Benghazi</td>
<td>674,951</td>
<td>11.93</td>
<td>239</td>
<td>11</td>
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<tr>
<td>Misurata</td>
<td>543,129</td>
<td>9.60</td>
<td>192</td>
<td>9</td>
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<td>Jafara</td>
<td>451,175</td>
<td>7.97</td>
<td>159</td>
<td>8</td>
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<td>Al-Margheb</td>
<td>427,886</td>
<td>7.56</td>
<td>151</td>
<td>7</td>
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<tr>
<td>Al-Gabal Al-Gharbi</td>
<td>302,705</td>
<td>5.35</td>
<td>107</td>
<td>5</td>
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<tr>
<td>Zawia</td>
<td>290,637</td>
<td>5.14</td>
<td>103</td>
<td>5</td>
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<tr>
<td>Nikhat Al-Khams</td>
<td>287,359</td>
<td>5.08</td>
<td>102</td>
<td>5</td>
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<tr>
<td>Al-Gebel el-Akhdar</td>
<td>206,180</td>
<td>3.64</td>
<td>73</td>
<td>3</td>
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<tr>
<td>Al-Marj</td>
<td>184,531</td>
<td>3.26</td>
<td>65</td>
<td>3</td>
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<tr>
<td>Al-Wahat</td>
<td>179,155</td>
<td>3.17</td>
<td>63</td>
<td>3</td>
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<td>Derna</td>
<td>162,857</td>
<td>2.88</td>
<td>58</td>
<td>3</td>
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<tr>
<td>Al-Batnan</td>
<td>157,747</td>
<td>2.79</td>
<td>56</td>
<td>3</td>
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<tr>
<td>Sirt</td>
<td>141,495</td>
<td>2.50</td>
<td>50</td>
<td>2</td>
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<td>Sebha</td>
<td>133,206</td>
<td>2.35</td>
<td>47</td>
<td>2</td>
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<td>Nalut</td>
<td>93,896</td>
<td>1.66</td>
<td>33</td>
<td>2</td>
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<tr>
<td>Murzuk</td>
<td>78,772</td>
<td>1.39</td>
<td>28</td>
<td>1</td>
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<tr>
<td>Wadi Al-Shati</td>
<td>78,563</td>
<td>1.39</td>
<td>28</td>
<td>1</td>
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<tr>
<td>Wadi Al-Haya</td>
<td>76,258</td>
<td>1.35</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td>Al-Joufra</td>
<td>52,092</td>
<td>0.92</td>
<td>18</td>
<td>1</td>
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<tr>
<td>Al-Kufra</td>
<td>48,328</td>
<td>0.85</td>
<td>17</td>
<td>1</td>
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<tr>
<td>Ghat</td>
<td>23,199</td>
<td>0.41</td>
<td>8</td>
<td>1</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>5,657,692</strong></td>
<td><strong>100</strong></td>
<td><strong>2,000</strong></td>
<td><strong>95</strong></td>
</tr>
</tbody>
</table>
Examples of Good Polling Results

Example

- **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's Election in 2005**
  - Poll conducted by local company sponsored by USAID accurately predicted the election result

- **Egypt Parliamentart Election 2012**
  - 4 public opinion poll 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.
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Things to consider for a political party

- Voting behaviours
- Election System
- Party platform, messaging and campaign strategy
- Segments
- Issues
Segmentation of voters

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

1. 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)

2. 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 bahaviours of the segments
   - Developed targeted messaging for the segments
Egyptian Political Parties and Education
Undecided Voters went for the Freedom and Justice Party

No formal school/illiterate
- Egyptian bloc: 18%
- Freedom and Justice: 36%
- Al-Wafd: 16%
- Nour: 29%
- Undecided: 23%
- Not likely voters: 15%
- Total: 10%

Elementary
- Egyptian bloc: 16%
- Freedom and Justice: 18%
- Al-Wafd: 15%
- Nour: 44%
- Undecided: 45%
- Not likely voters: 19%
- Total: 45%

High school
- Egyptian bloc: 41%
- Freedom and Justice: 35%
- Al-Wafd: 47%
- Nour: 15%
- Undecided: 15%
- Not likely voters: 19%
- Total: 33%

University
- Egyptian bloc: 26%
- Freedom and Justice: 11%
- Al-Wafd: 21%
- Nour: 11%
- Undecided: 10%
- Not likely voters: 7%
- Total: 10%

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 the 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 it won't return
  - Because the party will raise the international standing of the 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

- **Because the party focused on religion:**
  - No formal school/Illiterate: 39%
  - Elementary: 34%
  - High school: 28%
  - University: 18%

- **I liked the party program:**
  - No formal school/Illiterate: 22%
  - Elementary: 29%
  - High school: 40%
  - University: 44%

- **My friends/family voted for them:**
  - No formal school/Illiterate: 21%
  - Elementary: 13%
  - High school: 8%
  - University: 9%

- **The party is organized and has the ability to be effective:**
  - No formal school/Illiterate: 3%
  - Elementary: 3%
  - High school: 6%
  - University: 3%

- **Because the party will eliminate the former regime and guilt:**
  - No formal school/Illiterate: 2%
  - Elementary: 2%
  - High school: 3%
  - University: 3%

- **Other:**
  - No formal school/Illiterate: 13%
  - Elementary: 19%
  - High school: 16%
  - University: 21%

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?