



Polling institutes between the trust and mistrust of the different actors

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EMRHOD is an **ESOMAR** member

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Introduction

As part of this intervention, we will, of course, talk about the polls published in the media

As an omnipresent pollster in the public space, through the monthly publication of our political barometer, I can't stop thinking and wondering about the notion of trust or distrust in what I do.

It is, in fact, for this reason that I wanted to share this reflection with you.

As long as there is a problem of precision linked to the lack of visibility in political life and expressed a large number of undecided, there are always criticisms...

As long as there is volatility in voters' choices, especially caused by a big event in the political scene, there are always critics.

As long as it comes out from time to time a bad survey made by an intruder, or an unknown pollster, there are always critics..

Too many criticisms.. it creates distrust of the polls

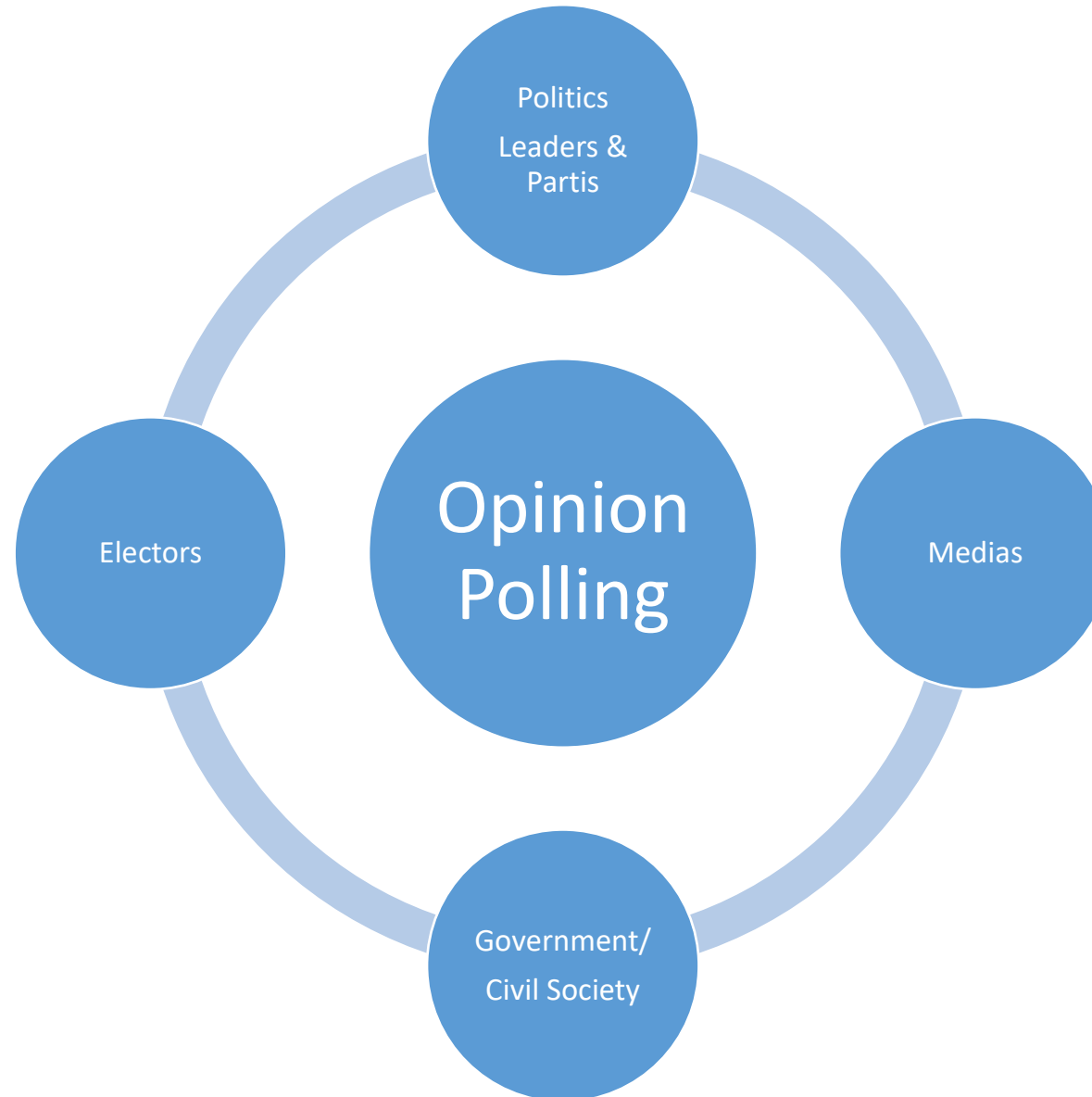
Introduction

And, in all cases, and like any other information, the results of the polls are not apprehended in complete neutrality, but with expectations, values and preliminary orientations which are certainly not without consequence on the way in which individuals interpret and give meaning to this information.

...on the way in which **ACTORS** interpret and give meaning to this information

But who are these **actors**?

The Actors



The Paradox

Actor		They are for	But they are against when.....
Politics		When they are well classified	on the downward curve
Media	The attitude of the media is shifting	Attract primetime viewership. But also because journalists need an objective measure in order to properly master their political debates	we want too much to claim journalistic independence
Government		when one is judged/evaluated favorably	we want to be the guardian of the law
Electors		As the elections approach / Exit Poll	The rest of the period, especially when his party or leader is losing momentum

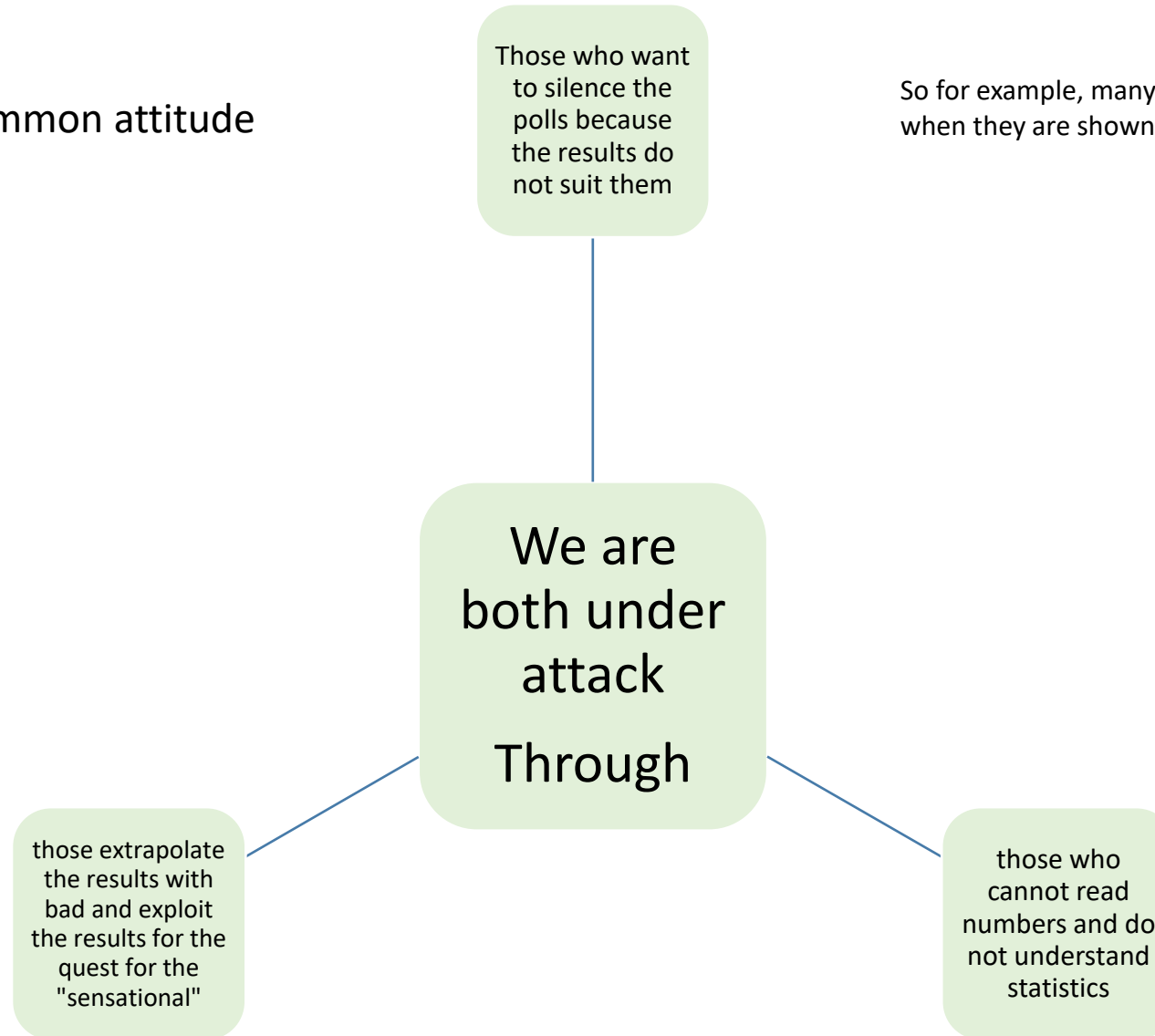
But for all the actors, especially the first 3, that despite the criticism they call on us for confidential and non-publishable surveys.

We have a Tunisian proverb that says:

"I don't love you, but I can't live without you"

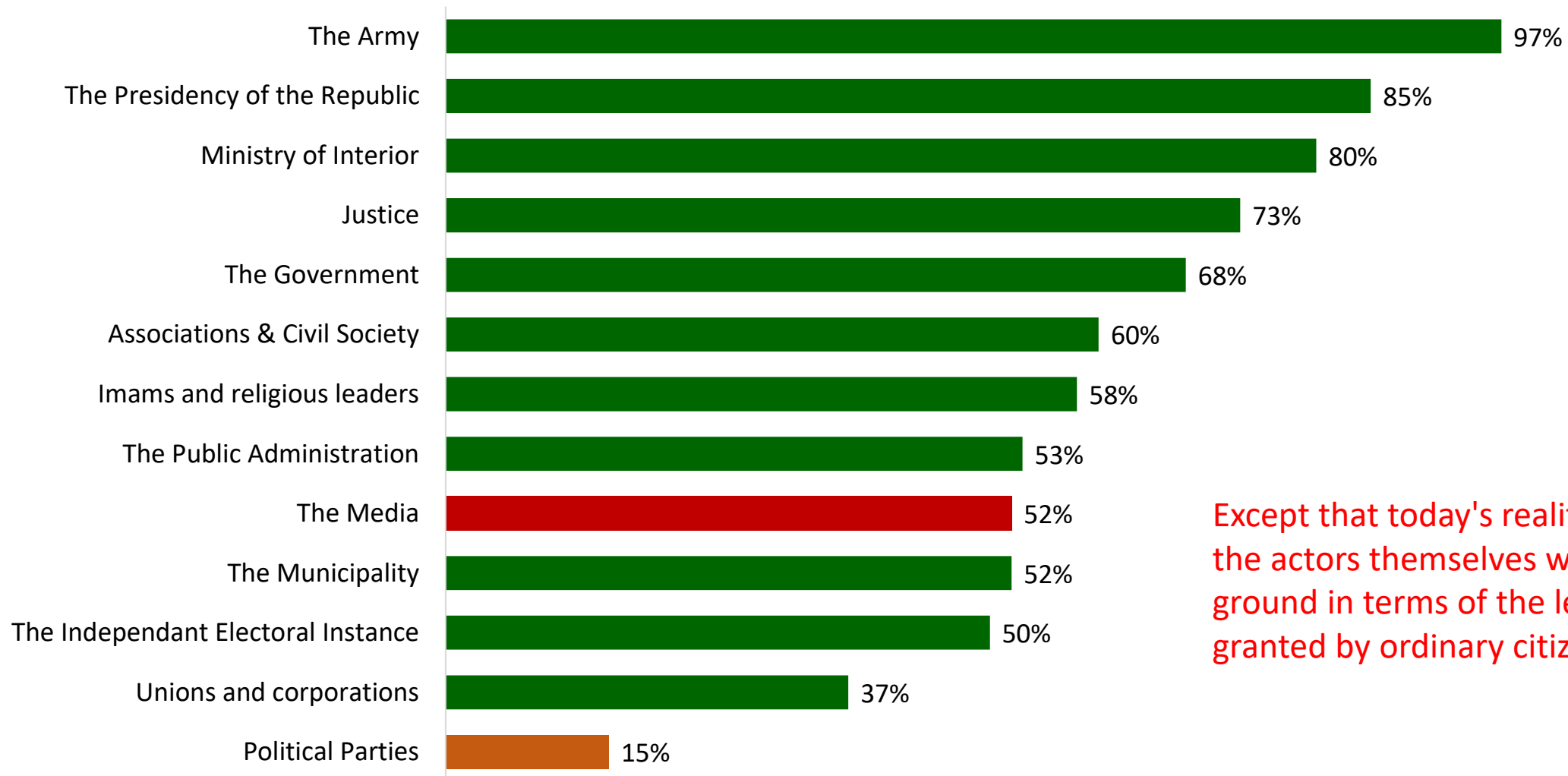
The opponents

There is also a common attitude



So for example, many PP demand a ban — except when they are shown as winning

Trust in Institutions



Except that today's reality is that it is the actors themselves who are losing ground in terms of the level of trust granted by ordinary citizens.

In Conclusion

As everywhere in the world, there are good and bad polls.

And, also, like everywhere in the world, there are those who believe in polls and those who don't.

Worse still, there are also those who believe in polls, but pretend not to.

But they are almost all unanimous In general, citizens, journalists and political leaders that polls have a relatively high potential for influence

In conclusion

Be that as it may, we must always continue to play our role and respond to criticism on the merits

- Thank you very much

Nébil BELAAM