



Mixed Modes and Mixed Results

On Political Polling in Poland in the Pandemic Period

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Plan of the presentation

- **Bright and dark sides of electoral surveys in Poland**
- What happened after pandemic,
- Presidential elections 2020 - quality test

- Confusion after presenting results in media
- Accusations of favoring particular political camps

- **How not get crazy with all these surveys?**

- **Perspective - former manager of electoral survey projects, currently academic, will try to present a broad view**

Bright sides

What happened to electoral surveys after (or during) the pandemic?

- A shift away from face-to-face surveys (process started before, pandemic speed it up)
- The only polling institute conducting CAPI F2F is Kantar Public
- Interesting case CBOS (Center for Public Opinion Research) - introducing mixed mode

What happened to electoral surveys after (or during) the pandemic?

CBOS case of introduction of mixed mode design

- Before pandemic:
 - the only institution conducting study using random sample selected from the national register,
 - F2F interviews,
 - response rate ca. 25-30%
- During pandemic - mixed mode:
 - random sample selected from the national register
 - Respondents make a choice of interview mode: CAPI - F2F, CATI, CAWI
 - Results, increase response rate:
 - CAPI 30% + CATI 12% + CAWI 6% = 48% of selected sample

What happened to electoral surveys after (or during) the pandemic?

- The quality of electoral surveys seems to be good.
- As a quality measure, let's look at results of electoral surveys conducted before the Polish Presidential Elections 2020.
- Let's compare support of candidates presented in electoral surveys with the official election results.

Good quality of election prediction

June/July 2020, predictions before presidential elections

	Andrzej Duda	Rafał Trzaskowski	Szymon Hołownia	Krzysztof Bosak	Władysław Kosiniak Kamysz	Robert Biedroń	technique
CMB Indicator	41,1	30,2	12,3	7,2	5,4	3,8	CATI
CBOS	52,2	22,8	12,9	4,5	4,5	2,2	Mixed
Estymator	42,7	28,4	10,3	7,6	6,3	3,6	CATI
IBRiS	41,2	30,7	12	7,2	4,1	3,9	CATI
IBSP	42,3	31	13,9	7,4	1,7	2,5	CATI
IB Pollster	42,4	27,9	12,7	7,8	5,6	2,7	CAWI
IPSOS	42,6	28,7	10,6	7,4	5,3	4,3	CATI
Kantar	43,5	29,3	14,1	7,6	2,2	3,3	CATI
PGB Opinium	40,5	29,7	11	7,3	7	3,8	CAWI
Social Changes	41	29	13	7	4	4	CAWI
United Surveys	44,3	30,2	8,5	5,8	8,5	2,4	CATI
Official results	43,5	30,5	13,9	6,8	2,4	2,2	

Official results
+- 2 p.p.

Dark sides

Dark sides - confusion among public

Confusion in broader public

Results of election polls in mid-October 2021

	Kantar	CBOS	Kantar Public	Social Changes
PiS (Law and Justice)	32	35	32	39
KO (Civiv Coalition)	26	15	25	26
P'2050	15	11	10	13
Lewica (Left)	6	4	7	7
Konfederacja	9	6	6	8
PSL (Peasant Party)	4	2	3	2

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Technique	CATI	Mixed mode	CAPI	CAWI
fieldwork —> publication	12-13 Oct. —> 13 Oct	4-14 Oct. —> 15 Oct.	8-13 Oct. —> 18 Oct	15-18 Oct. —> 21 Oct.

Confusion in broader public

These results should be different from each other:

- Various techniques - mode effect
- Various polling institutions - house effect
- Various fieldwork not coherent with publication time

Dark sides - accusations of favoring particular political camps

Accusations of favoring particular political camps

- When I was responsible for electoral surveys, there was no way of cheating, providing fake results:
 - we were ethical, seriously,
 - since, there is a market of public opinion institutes, results favoring particular political option would be easily detected.
- Currently:
 - there are accusations of favouring particular political camps, paying for results indicating higher support,
 - these voices appear in serious weekly opinion magazines, among people from the research community,
 - I do not know the truth, but the Polish research community must do something about it.

Instead of conclusions - how not get crazy?

- We need to look for general trends, house effects, techniques effects
- Great place to have a general look at electoral preferences of Poles - Pooling the Poles prepared by Ben Stanley (@BDStanley):
 - <https://bdstanley.github.io/pooling-the-poles/>