CIPE Training Module #2: Polling & Surveying
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- One question
- Measuring opinion or feelings on one topic
- Can be run more frequently

- Multiple questions
- More detailed understanding
- Can be used in tandem with poll
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- Response rates tend to be higher, particularly over SMS
- Sample size should be larger, depending on question.

Tools4Dev has some good practical tools for determining sample size.

- Response rates lower
- Sample sizes can be lower
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- Yes/No
- True/False
- Very small range of possible answers

- Questions with many possible answers
- One question, one topic
- Always include an Other category

Tools4Dev has some good practical tools for writing survey questions.
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https://www.votomobile.org/
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1. Go to https://go.votomobile.org
2. Create an account
3. Confirm your account
4. Create a group
5. Add yourself as a contact
6. Create a one question poll

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https://www.votomobile.org/
https://www.typeform.com/
https://www.google.com/forms
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https://www.google.com/forms
1. Create a new Google Form
2. Add several survey questions
3. Collect some data
4. Send the link of the survey to CIPE

https://www.google.com/forms
Polls are adequate for analyzing the impact of a new program or project in your region

☐ True
☐ False
Polls are adequate for analyzing the impact of a new program or project in your region

- True
- False
VotoMobile supports SMS phones and therefore can be used for anyone with a phone.

- True
- False
VotoMobile supports SMS phones and therefore can be used for anyone with a phone.

- True
- False
Suppose the following scenario. You want to dig deep into a new project you are running to see what inhibited certain people in the community from participating. Your audience, you think, have access to smartphones. What is the strategy for collecting this data?

- Ask the question on VotoMobile and then follow up with individual people on VotoMobile for more detailed information.
- Create a survey on Google Forms and send it to your audience
Suppose the following scenario. You want to dig deep into a new project you are running to see what inhibited certain people in the community from participating. Your audience, you think, have access to smartphones. What is the strategy for collecting this data?

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