



The Future of Stakeholder Forecasting



Ipsos Public Affairs

GOVERNMENT & HEALTH SERVICES



Includes research for the public and government sectors, public and health policy, & healthcare service delivery

CORPORATE REPUTATION



Focuses on research for corporate reputation management, & crisis management

POLLING & PUBLIC OPINION



Measuring and tracking public opinion, political attitudes, & trends.

INTERNATIONAL SOCIAL RESEARCH



Examining societies throughout the world including agriculture development, economics well-being, health, disaster capacity handling, & media consumption.

OMNIBUS SERVICES



Quick turnaround ability
USA – Continuous interviewing
Global @dvisor - A 25 country, monthly, online research service

Government & Health Services



Quantitative & Qualitative Primary Data Collection

Customized Sampling Solutions

Analytics Specialists

Data Driven Advisory Services

Social Intelligence Communications Research

Communications Design & Behavior Change

Literature Review and Meta-Analysis

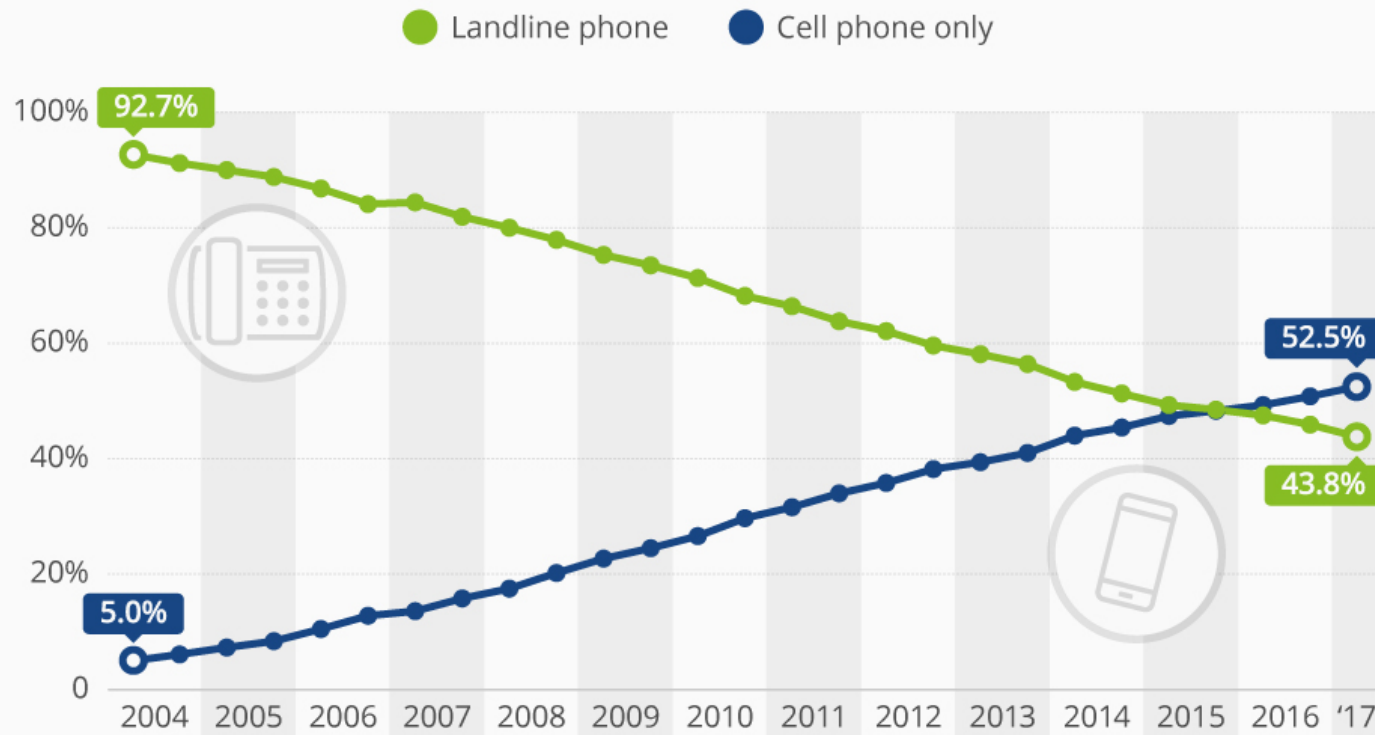


Confusion & Uncertainty

Technology is changing the way we interact

Landline Phones Are a Dying Breed

% of U.S. household with and without a working landline telephone*



* based on the CDC's biannual National Health Interview Survey of 15,000+ U.S. households

Source: CDC

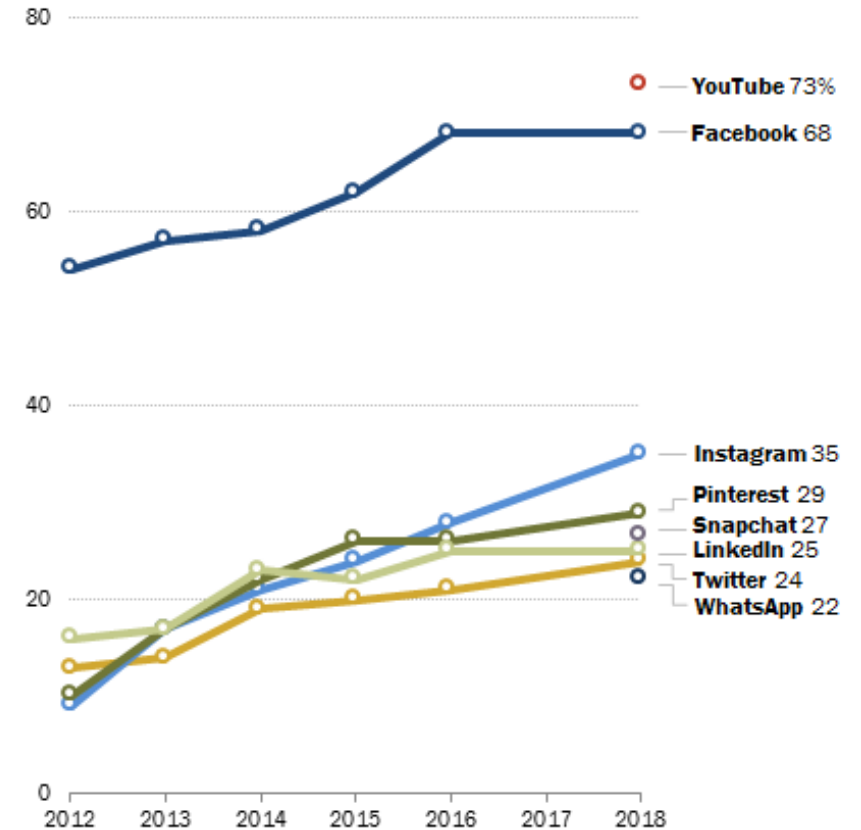


@StatistaCharts



Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



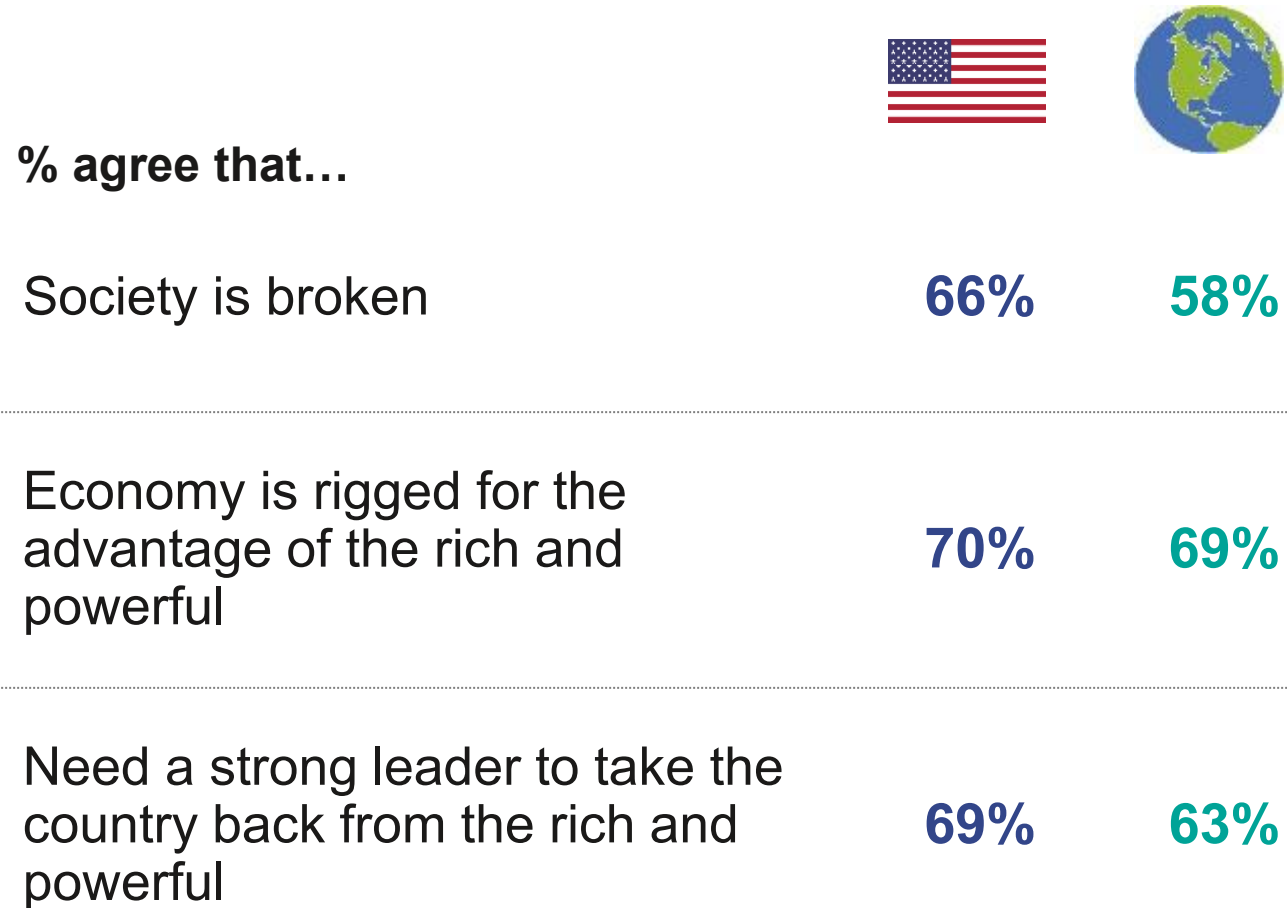
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER



“The System Is Broken”



How do you Understand Uncertainty?

Single source data leaves significant gaps in understanding



??????



??????

The future of insight is using multiple data sources to triangulate information



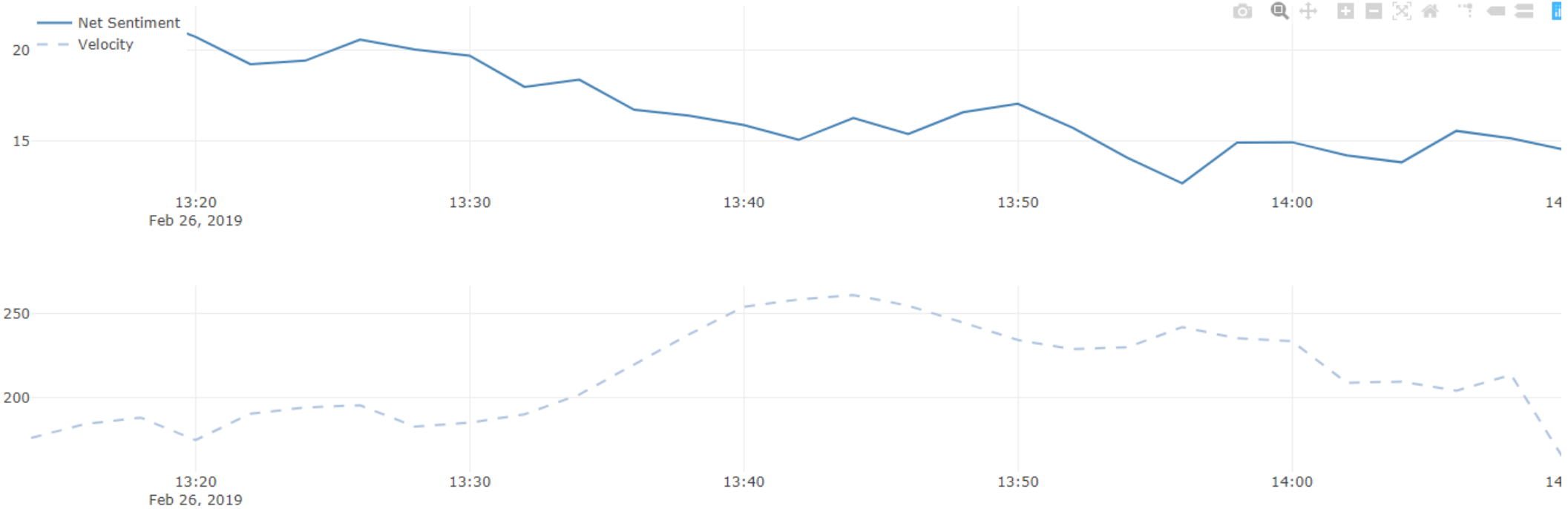
Integrating Triangulation Applications

Measuring shifts in public and stakeholder opinion

- Veterans Affairs
- MISSION Act
- VA Leadership Changes
- Veteran PTSD

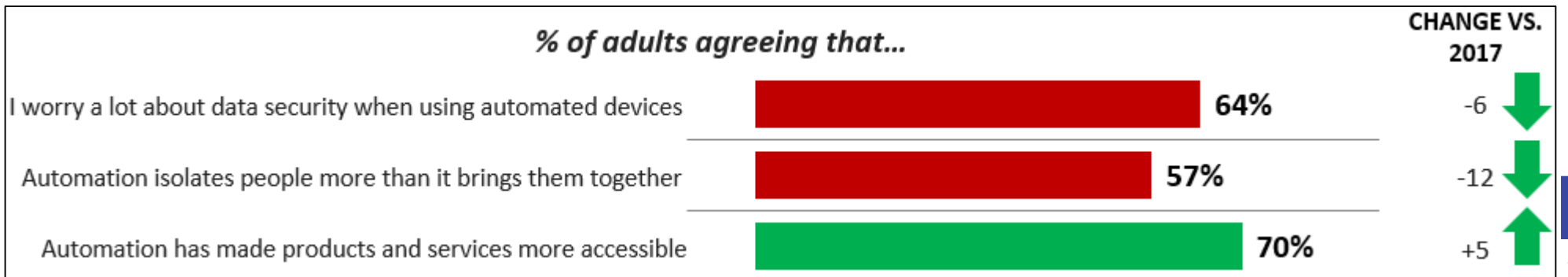


Leveraging new data streams can produce real time data



Tracking Live Sentiment

Traditional Polling



Understanding Local Dynamics

- Wait Times
- Travel
- VISN vs. National
- Individual Facility vs. VISN



Using multiple sources of granular data helps paint a larger picture

← Back to national map 

Maryland

<https://www.political-atlas.com/>

1st District

Jesse Colvin (D)

Andrew Harris (R) *

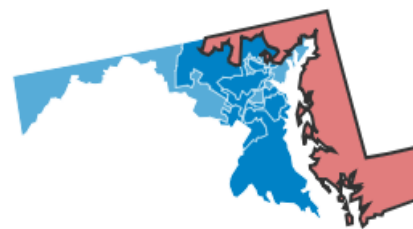
*incumbent

Ipsos polling LIKELY R

UVA Crystal Ball SAFE R

Social media LEAN D

Trump approval :38%



Ipsos poll estimates



Polling last updated:

UVA Crystal Ball last updated:

Social media last updated:

Social media trends

Favorability ●

Net sentiment ●

Bots ●

Influencers ●

Velocity ●

Jesse Colvin

Andrew Harris

48% ^

53% v

47% ^

42% ^

2% v

8% ^

24% v

39% v

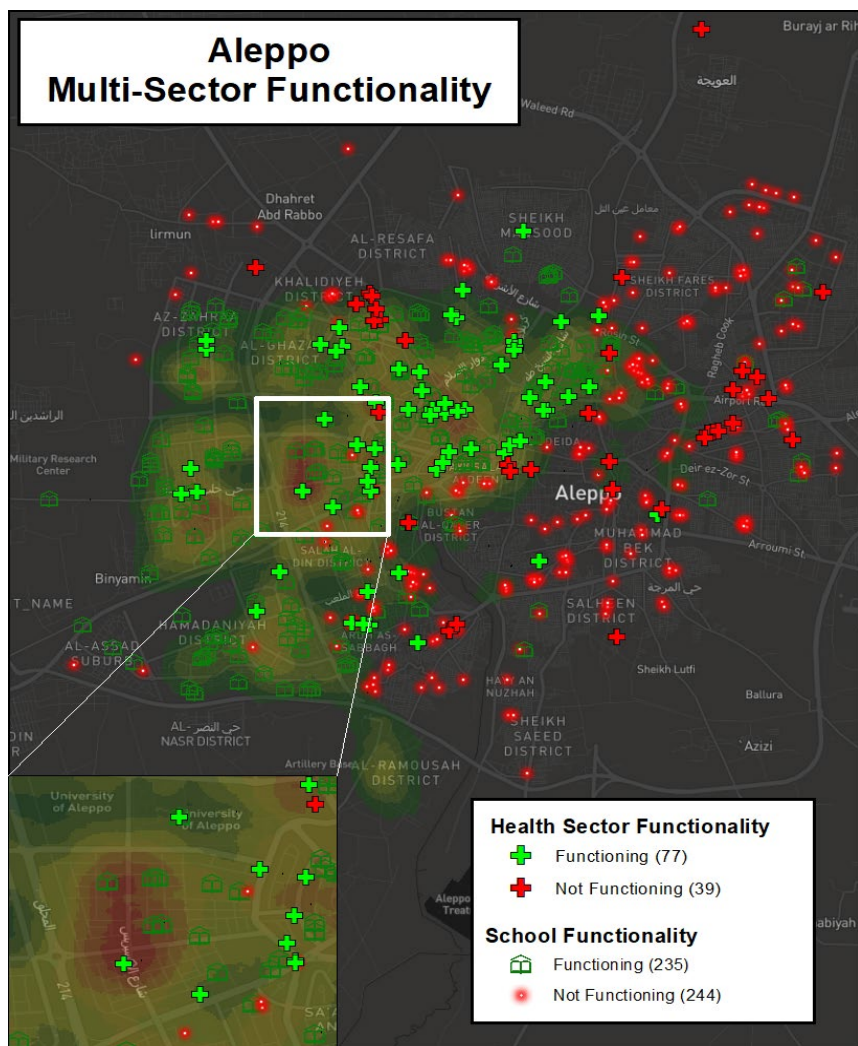
54 ^

64 v

Medicare.gov | Hospital Compare

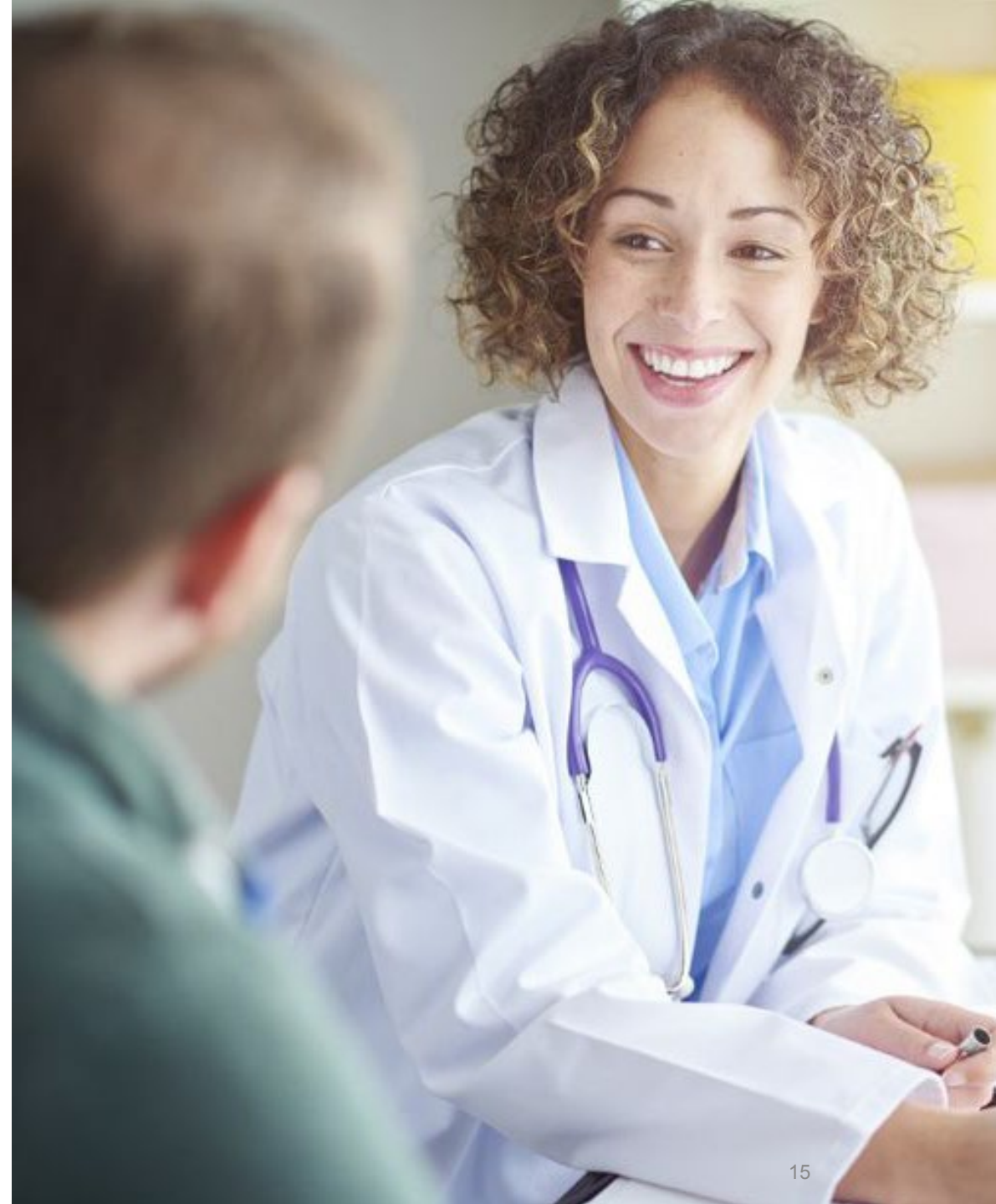
The Official U.S. Government Site for Medicare

	WASHINGTON DC VA MEDICAL CENTER	DISTRICT OF COLUMBIA AVERAGE	NATIONAL AVERAGE
Patient survey summary star rating. More stars are better. Learn more	☆☆●●●		
Patients who reported that their nurses "Always" communicated well	68%	71%	80%



Diving Deeper with Other Research Techniques

- Understand Unique Veteran Populations
- Gauge Individual Veteran Concerns
- Measure Facility/VISN Specific Topics



Other research techniques can provide data at a deeper level

KnowledgePanel®



55,000+ members and
2,200+ profile variables.

Address-based sampling (ABS)
for best representation of US
18+ adults. Probability-based
sampling produces credible
unbiased point estimates that
can be reported with confidence
intervals.

Focus Groups/Interviews



Focus groups and
interviews can be used to
provide **in-depth on the
ground insights**, which
proves to be a valuable
qualitative research
method.

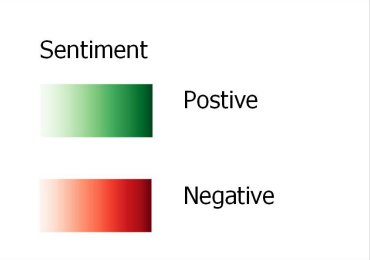
Ethnography



By completely immersing
themselves in the lives,
culture, or situation being
studied researchers
attempt to understand a
populations behaviors.

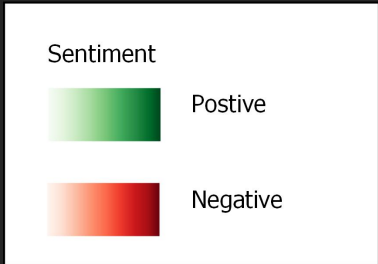
Gauging VA Sentiment

Customer Sentiment of the Veteran's Administration



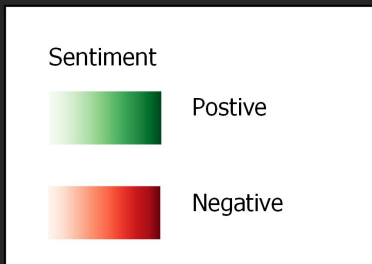
Shown over the past 6 months

Customer Sentiment of Wait Times at VA facilities



Shown over the past 6 months

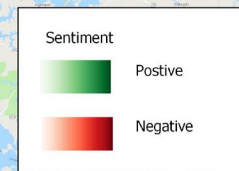
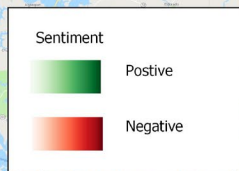
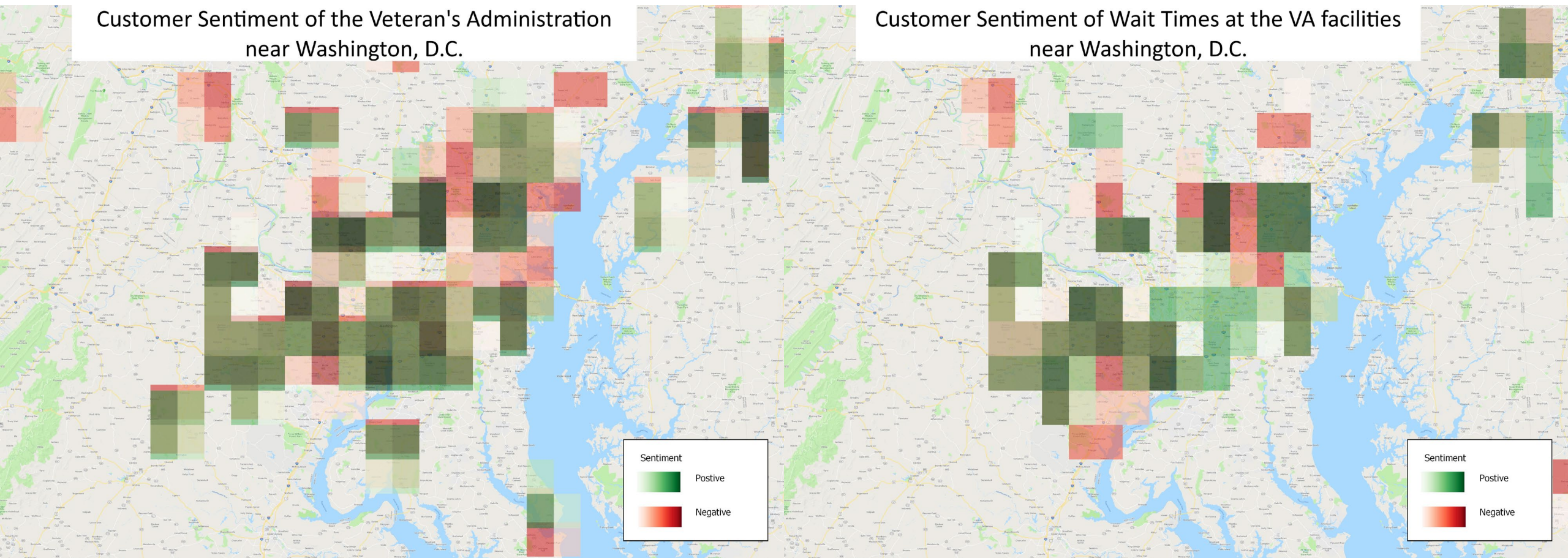
Customer Sentiment of the VA and Wait Times



Shown over the past 6 months

Customer Sentiment of the Veteran's Administration near Washington, D.C.

Customer Sentiment of Wait Times at the VA facilities near Washington, D.C.



Shown over the past 6 months

Takeaways

Takeaways



There is no “Gold Standard.”



Do not assume your knowledge is perfect.



Be aware and seek out alternate data streams.



Synthesize insights across multiple sets of data.

Questions