



KNOW YOUR KNOWLEDGE

POLITICAL RESEARCH GUIDE

INSIGHT
STRATEGY

MARKET

DATA INTELLIGENCE

RESEARCH

POLITICAL
POLLING

**KNOW YOUR
KNOWLEDGE**

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MARKET RESEARCH FOR CAMPAIGNS, GOVERNMENT, BUSINESS & BEYOND.



OUR COMMITMENT: FULL CIRCLE SERVICE

A circle is only a circle if all parts are present; remove a piece and a smooth circle becomes a jagged problem.

As a lean and agile team, we can ensure that all parts of your research project are handled seamlessly. Collaboration and teamwork happen naturally and frequently amongst our team, not by squeezing in mandatory project meetings in the way bloated organizations do, but because we genuinely care about our clients.

It's not just about having all pieces of the circle available, it's about having all pieces available at once and enthusiastically participating.

To ensure we always deliver, we have principals with experience well beyond the market research industry. This allows us to bring together multiple perspectives and disciplines to tackle any obstacle.

TABLE OF CONTENTS

02	OUR COMMITMENT
	<i>Full Circle Service</i>
04	WHAT YOU THINK YOU KNOW, CAN HURT YOU
	<i>Are you relying heavily on assumptions, best-guesses & instincts?</i>
06	THE BENEFITS OF RESEARCH
	<i>Turning Assumptions into Understanding</i>
08	THE ART OF RESEARCH
	<i>Perils Abound, Experience Matters</i>
10	POLITICS, POLICY & PERSUASION
	<i>Cutting Through the Noise, Clutter & Nonsense</i>
12	POLITICAL RESEARCH FAILURES
	<i>Emotional Drivers are Paramount, Yet Often Ignored</i>
14	USE CASE
	<i>Deep Diving for Local Political Insights</i>
16	OUR TECH
	<i>Proprietary Software & Custom Solutions</i>
17	OUR TEAM
	<i>Multidisciplinary Principals with Solutions</i>
18	MARKET RESEARCH VS. POLLING
	<i>Compare & Contrast both Services</i>
19	GOT DATA?
	<i>Data Processing/Tabulation & Report Automation</i>

you think WHAT YOU KNOW, CAN HURT YOU

Do you really **know** your audience (customers, clients or constituents)? Or are you relying heavily on assumptions, best-guesses and “instincts”?

Well-designed research can provide the edge you need to change from “throwing darts” and operating in a reactionary mode, to addressing your target audience with pinpoint accuracy to stay ahead of trends, while also increasing your efficiency and marketing ROI. Proper research is not a cost-burden, rather it **drives profits and success**.

The knowledge and insights gained by research **replaces bias and assumption with hard-data and deep insights** into the thoughts and concerns of your audience. We accomplish this by using targeted questions and in-depth analysis and visualization to find unique insights.

The goal? To gain the knowledge to engage your audience with actions

and incentives that they genuinely care about. **Connecting with your audience emotionally - on a “gut level” - is the key to loyalty and success.**

Keep in mind it is not about manipulation, rather it is about truly knowing the how-and-why and addressing head-on what your audience needs. **It is about authenticity.**

While infamous data breaches and shady practices may have given some the idea that “research” is deceptive and invasive, that is far from the case. Those practices are not proper research and do not align with our values.

Real research is conducted by every large company, distinguished educational facilities, governments and charities alike, because it is cost-effective and leads to well-guided and lasting success.

A TOP LINE VIEW WORTH 60 SECONDS OF YOUR TIME: A FRESH & COST-EFFECTIVE ROUTE TO SUCCESS

We provide quality **research** at a price point others cannot match, allowing organizations of all sizes to benefit from best-in-class data and insights.

By **research**, we mean enterprise-grade, scientific surveys and **reporting** designed to help you obtain the unique knowledge you need to be as successful as possible.

By **reporting**, we mean **in-depth**, carefully crafted charts and other visuals, not a small file with a relative few tables or rudimentary output from a DIY survey system.

And when we say **in-depth**, we mean it! Using our proprietary, patent-pending software, we can produce reports that would otherwise be far too costly, error-prone and time-consuming to create.

You need usable and visualized data at both a depth and breadth if you want to draw meaningful and actionable conclusions, and our unique report automation expertise allows us to provide a service that no one else can supply.

So rather than charging you for basic findings such as “X% of customers are males”, we provide a level of reporting that can help you understand your target on a behavioral, perceptual, and emotional level that forms a true bond and understanding.

THE BENEFITS OF RESEARCH

TURNING ASSUMPTIONS INTO UNDERSTANDING

NO. MORE. ~~GUESSING.~~

To build lasting loyalty, it is paramount to understand what people truly feel. Proper research goes beyond asking simple Yes/No questions, but rather provides an understanding of emotions, perception, behavior and more. Research can create a valuable bond: an authentic understanding of your audience.

Research is not about manipulation or gimmicks, rather it is about listening. Often, DIY or poor research artificially pigeon-holes people because the insights gained are too “thin”. We believe it is better practice to understand the very complex and non-binary minds of voters and clients alike. Research allows you to “win over” your audience based on merit.

Operating without proper market research to guide you is like driving across the country without any road signs: Your journey will be arduous, inefficient and may fail altogether.

THE VALUE OF KNOWLEDGE.

Using a combination of proprietary software, decades of experience and a passion for bringing the benefits of research to a wider audience, we have developed a cost-effective solution to deliver world-class results at a price point unmatched elsewhere.

Investing in proper research not only increases your success, but also increases your ROI in key areas. Which of the below is the better option for your organization?

- Operating and marketing by essentially throwing darts to see what sticks
- Optimizing your operations by obtaining insightful knowledge, and leveraging the power that comes with it

Scorecard: Key Data At A Glance (in total)

Brand Health Matrix:	
True Love	16%
Hidden Love	1%
Shaky Love	14%
Indifferent	16%
Grumbling	14%
Unhappy	40%

30%

26%

44%

Promoter
Passive
Detractor

dNPS
-15

High
Passive
Low

dSat
-37

Base count for 3 measures above is: Base: Respondents who identify as Democrat n=113

Agreement w/ Statements: Top 3 Box, by Deep-Dive group 1



	Total
Base: Total Respondents (variable base)	259
'Thorough background checks' is a good example of commonsense gun control I can support	63%
Welfare abuse / fraud is a serious problem that costs me / taxpayers substantial money	60%
Marijuana for recreational use should be legal in some form	51%
A person's sexual identity and/or sexual preference should be protected by law	50%
A financially secure retirement is always achievable with a good work ethic	38%
Politicians are more influenced by their constituents than by money (Rev scale)	0%
Emails from political groups are helpful, and I read them (Rev scale)	8%
Political affiliation is very important to me. Backing my party/side sometimes means defending items I personally disagree with	12%
Creating more manufacturing jobs in my local area is more important than air quality/environmental concerns	13%
My household receives ample benefits and services for what we pay in taxes	13%

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Note: Due to rounding and/or ties, other statements with equal ratings may not be displayed on this slide. See full report for details.

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THE ART OF RESEARCH

PERILS ABOUND, EXPERIENCE MATTERS

THE DANGERS OF “DIY”: COSTLY ASSUMPTIONS & WASTED TIME

DIY home improvement dangers are clear: *Wear goggles and gloves, and be very careful you don't cut your hand off.*

DIY research dangers might not be as apparent, but they can be just as dire. Simply collecting numbers is not enough. If your results are that:

- X% hates ice cream
- Y% might buy your product

What do these numbers mean?
What is the basis of these figures?
Can they be relied on?

Most importantly, can these numbers lead to any useful conclusions and action plans?

And even with properly collected data, without in-depth reporting and visualizations, it is difficult to utilize and understand.

Going the DIY route means at best being outside your element and spending precious time to achieve limited results.

Far costlier, DIY research can lead to severe misunderstandings and incorrect assumptions, not knowledge and useful conclusions.

DIY research may initially be enticing from a price-perspective, but the limited results and potential pitfalls far outweigh the cost of our services.

THREE KEY HURDLES: OBTAINING ACTIONABLE DATA



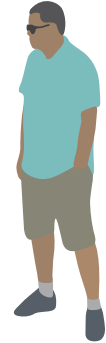
“WON'T SAY”

People often will not easily tell you the true drivers of their decisions due to social embarrassment, fear of being incorrect, etc.



“DON'T KNOW”

Even when ready and willing to answer, people may not have codified their emotions into neat data points for our easy picking.



“CAN'T SAY”

Behavioral science research shows that at times people do not have “conscious” access to decision drivers.

OUR EXPERIENCE IS AT YOUR SERVICE

Research projects are very taxing, logistical undertakings that involves coordination between multiple vendors, understanding different digital platforms, obtaining a quality sample, and finally operating the multiple systems and software languages needed to cross-tabulate and visualize results. We'll guide you at every step.

When you work with us, our team goes beyond standard Political polling or basic business survey questions. We always keep your end goals in mind and approach your project comprehensively, working with you to develop engaging and meaningful questions, asked in an unbiased manner to achieve the maximum results from your investment.

POLITICS, POLICY & PERSUASION

CUTTING THROUGH THE NOISE, CLUTTER & NONSENSE

Politics should be about representing constituents. We're told daily that the world is flat, knowledge is freely available at our fingertips and social media means we have an unprecedented view into the hearts and minds of the everyday person.

However, more than ever we live in an echo chamber world of reactionary messaging and the tail wagging the dog. We should use **real research** to move the conversation forward, not misuse poorly designed research to reinforce predetermined views, pretend to listen, or, in the worst case, outright deceive (by wrapping fundraising in the guise of an opinion poll, etc.).

The status quo will not, and by definition cannot, lead to fresh insights and perspectives.

On the next page, we will take a brief look at one aspect of the status quo in research that is exceedingly dangerous and overused:

- Pretending that humans are neatly-packed, binary data points that respond well to micro-facts (hint: they are actually multi-dimensional, complicated and emotionally driven.)

Contact us to learn more about other common research failings, and how we can help you avoid these pitfalls.

ELEVATE CAMPAIGN
MESSAGING WITH AUTHENTIC
VOTER INSIGHTS.



POLITICAL RESEARCH FAILURE #1

EMOTIONAL DRIVERS ARE PARAMOUNT,
YET ARE OFTEN IGNORED.

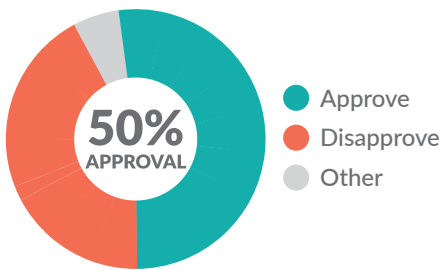
Actionable research relies on understanding **drivers**, not collecting answers.

Drivers: Drivers explain why and how a decision is made. Drivers provide deep insight and can be used to form strategies to convert people to a position they otherwise would outright reject.

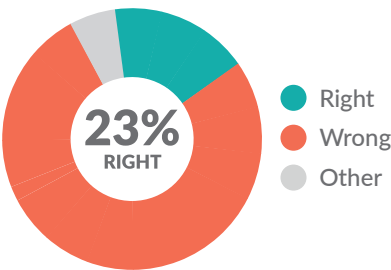
Answers: Answers to basic, static questions are point-in-time responses that can readily change. Reliance on overly structured data (i.e., traditional political polling) cannot tell a full story.

These highly touted political metrics below are **contradictory and not informative nor actionable.**

Presidential Approval



Direction of Country



*Data Source: Real Clear Politics Average 7/31/16

DEEPER INSIGHT IS NEEDED.

How did at least 23%* approve of the leadership yet also feel the country was moving in the wrong direction? What was driving this conflict? Regardless of the constant headline coverage, these two figures are too thin to be useful.

* If all 23% who felt the country was on the right track also approved of Obama, then 50%-23% = 27% who approved of the leadership but not the direction. If not all 23% who thought the country was on the right track also approved of Obama, then even more than 27% have a "disconnect".

DECISIONS ARE MADE BASED ON EMOTIONS



To best predict decision behavior, we must understand decision drivers, not just tally binary data points. "Yes/No" type questions and preset lists of historic issues force respondents to answer within a defined structure, which often leads to misrepresenting their intent and lean.

Conventional political polling only obtains *thin emotional data*.

The "Direction of Country" question below is frequently asked in political polling, and is a good example of ineffective research:

"What is the most important issue facing the US today?"			
*Source: Ipsos/Reuters 11/23/2016	TOTAL	DEM.	REP.
Economy generally	18%	14%	22%
Terrorism/Terrorist attacks	15%	14%	19%
Unemployment/lack of jobs	9%	10%	7%
Immigration	6%	5%	10%

WHAT INSIGHTS CAN BE GAINED?

Does the data above provide any real insights? Is anything new learned? *Are we any closer to understanding what the voter is actually thinking and how to connect with them?*

- For example, let's evaluate the top issue of "Economy generally":
- Obviously, the economy is always important; that is a foregone conclusion.
 - This data is not actionable nor informative.

This data is simply *too thin*. Assumptions drawn from thin data lead to dangerous and ineffective strategies.

For more information on Market Research vs. Polling, see page 19.

USE CASE #1:*

Deep-Diving for Local Political Insights

One of Many Possible Avenues to Explore with Market Research



*Based on actual client project

SUMMARY

If all politics is local, why don't local politicians have access to quality data and insights? Even at a local level, we tackle research in a cost-effective manner.

We created an **engaging survey** to drill down to core emotions and issues. By not asking the usual "vanilla" polling questions, the insights gained are long-lasting and very actionable.

We **overcame unique and complex sampling challenges** by leveraging our expertise and international contacts, achieving a representative sample even at a "micro" level where sampling is usually quite cost-prohibitive.

The results were delivered in a ~400 page report, with visually appealing and insightful tables and charts. Having this level of detail – from overview to extremely in-depth – means you can understand and act on the data.

CHALLENGES

- **Limited population** meant difficulty obtaining enough respondents to be representative and scientifically valid.
- **"Siloed" geographical area** with very disparate income, education and urban/rural density pockets.
- **Stakeholders had entrenched assumptions** of the political and social views of their population.
- **Local party members had negative experiences with past research** being "thin" and non-actionable.

SURVEY DESIGN METHOD

We developed an initial survey with input from the local party and other constituents. While conducting in-person, qualitative interviews to test our survey before launching to the full audience, *we found that several important topics were overlooked.*

Through multiple rounds of qualitative interviews and team meetings, we carefully crafted a unique survey and ensured two key items:

- Every data point we would collect **must have an actionable item** that could be taken from the results.
- **No pre-existing bias or assumptions** influenced our questioning. Asking leading questions would be dangerous and wasteful.

SOLUTIONS

Sampling: Zip code targeting was used to achieve the best geo-distribution. We minimized sample cost by increasing beyond the initial target to allow the project to serve multiple purposes. Incoming results were continuously monitored to ensure maximum rep. acquisition was possible, with quota control ready if needed.

Survey Design: The engaging survey acquired deep-data for closed-end questions and insightful write-in responses. Respondents even wrote-in that they *enjoyed* the survey!

Report Deliverable: Our automation software and pre-built reporting slides allowed us to deliver cost-effective visualizations of the survey results – complete with significance testing, color-coded and in-depth charts – within days of field closing. *Assumptions were replaced with actionable facts.*

OUR TECH

Hand tabulating data and manually posting reports is tedious, costly and error-prone. **The tools we use virtually eliminate manual work and are enterprise-grade, battle-tested on the multiple \$100,000,000's of commercial research projects our team has been a part of.**

We use a combination of the best available commercial market research software systems as well as **proprietary in-house software** we painstakingly developed to address the holes and inefficiencies our decades of experience uncovered.

We have the ability to custom program in multiple languages, to build web interfaces, mobile-first survey templates and beyond.

Our extended team of development partners can bring additional resources and expertise to bear whenever needed, so if we do not have an existing solution to a problem, **we create a solution.**

OUR UNIQUE SOFTWARE AND TECHNOLOGICAL EXPERTISE SETS US APART

Them	Us
Data processing and tabulation is an afterthought. Deliverables are basic tables, not the deep profiling you need to gain insights.	We are the go-to provider for large corporate projects requiring tens of thousands of complex and highly detailed tables.
Expensive and error-prone hand reporting. You get very limited (or no) visualizations which means difficulty understanding and acting on your data.	Patent-pending, proprietary software means we can produce a high volume of highly visual and accurate reports cost-effectively.
Research and reporting is not a core strength, so you get weak and limited results.	We live for this! We provide only the best-in-class output and know this industry like very few do.

OUR TEAM

Our core team members average multiple decades of experience each.

We have been vital to the success of the largest and most complicated projects in market research history, yet we also routinely handle even the smallest projects with equal attention.

Our multidisciplinary team is experienced in many aspects of advertising and marketing, in addition to all aspects of market research.

Experience is always valuable, but particularly with research being a blend of art and science, you need an experienced partner who has seen it all.

PARTNER NETWORK WITH 100+ YEARS OF COMBINED EXPERIENCE AMONG OUR PRINCIPALS ALONE

Our partner network spans the full range of the market/consumer research industry, and includes many of the most innovative and adaptive companies in the field. Some of our key partners are listed below.



Logos depicted do not represent or imply endorsement of or by the related entities.

MARKET RESEARCH VS. POLLING

WHILE SIMILAR, THESE CAN BE WORLDS APART

We can assist you with both, but it is important to understand the difference. While there is not an exact definition and at times these terms are confusingly used interchangeably, there are key distinctions.

SCOPE: DEPTH & BREADTH DIFFER

Polls generally are just that: **general**. Whether a traditional political tracking poll, a single-item online poll, or a short opinion poll asking which pre-listed "top issue" is most important, polls obtain "*thin*" data that very often has only a short shelf-life.

Research Surveys are more detailed, designed to go deeper and uncover insights that you can act on. The findings are useful in the long term because they are "deep."

This is accomplished by asking questions that delve into behaviors, perceptions and emotions, as opposed to polling which generally asks basic questions which have very limited or no use in guiding your path forward. While people may quickly change their opinion on a particular issue (as facts change, details evolve) **they do not generally chance their core beliefs.**

INSIGHTS GO BEYOND POLLING

Research Surveys are intended to generate insights: gaining an accurate and intuitive understanding of your audience.

Through these insights, you can relate to and connect with your audience. You can create a loyal following when you leverage authentic insights and ensure your audience is well served and appreciated.

Polling does serve a purpose, but far too often individuals will use polling in dangerous and assumptive ways. Conducting a basic poll and finding your product is unpopular or that a percentage of voters favor your opponent does not mean your data is "wrong", but does very little to provide a plan forward. Rather, polling on "thin" questions provides a snapshot of how respondents answer at a particular moment in time and generally must be augmented by other research or tracked at regular time intervals.

GOT DATA?

In addition to the comprehensive services mentioned earlier, we offer data processing, tabulation and reporting services à la carte. Whatever your data collection methods, we can assist with all post-collection processes whether that means producing tables, interactive database output or custom reports.

We can handle simple tabulation jobs quickly, accurately and competitively, but we equally excel at tackling the complex jobs that most companies are afraid of!

DATA PROCESSING

TABULATION, DATABASES & BEYOND: *MAKING YOUR DATA USABLE*

We have many years of experience handling multi-wave, multi-country tracking studies requiring customized database output complete with online multi-user access. In fact, we have worked on some of the largest market research studies to date.

We are well-versed in Quanvert, WARP, Reporter and SPSS, and can provide output in many formats.

REPORT AUTOMATION

VISUALS, CHARTS AND MORE: *MAKING YOUR DATA CAPTIVATING*

We can assist you in producing hundreds or thousands of reports for a large scale reporting project, or a small number of highly complex reports, or anything in between.

Our proprietary Reporting PowerPack® software is available for license for your in-house use to streamline ad-hoc or qualitative reporting. Even on small projects, it can easily save hours of work.



Our logo is an abstract representation of two Y's, depicting "You" the individual and "You" as a collective component of humankind.

It demonstrates how knowledge - *true understanding* and not just reinforcing your own perspective - requires reorienting yourself to respect the opinions and mindset of others.

Knowledge, verified and substantiated through valid research, should not force opinions together without regard to any nuance or differences, but rather should acknowledge how differing opinions can peacefully coexist, overlap and intermingle.

It is understanding the nuances and interactions of these differences that is *true knowledge* and forms the core value of our mission: to deliver authentic insights to our clients.

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