



Quick Poll^{MR}

Instant, quantitative results to stimulate discussions.



About Quick Poll^{MR}

Quick polls are a fast, efficient way to gauge opinions by asking participants a targeted single or multiple choice question.

How It Works

InsightHub offers many opportunities to engage platform members; Quick PollMR is one of the best. Researchers can create short single or multiple choice questions in minutes to publish on the homepage or within other tasks.

Regular polls published on the platform homepage provide extra engagement with panel and community members. The high response rates this placement offers makes it ideal for situations where an answer is needed fast.

Questions can include a variety of stimuli to encourage responses, such as images, video, or hyperlinks supporting content.

“Quick polls are the fastest way to answer a question, plus links to other platform tools add depth and context.”

Maria Twigge, Research Director at FlexMR

A graphical summary of results is displayed to participants as soon as they have responded to stimulate further discussion and encourage debate.

Researchers are able to break down results by participant segment, demographic and custom data points to analyse trends, themes and draw comparisons. This can be used to influence further research tasks or create additional data points.

Key Benefits & Advantages

Quick polls are one of the fastest, most accessible ways for consumers to provide feedback. The strict focus on quantitative data, combined with immediate feedback to participants creates a fun user experience that still provides valuable and actionable information.

As polls are hosted on the InsightHub research platform, if engagement rates are low then researchers are able to prompt participants to respond via private message or custom email reminders.

Importantly, quick polls require little time to complete. This means that even platform members who do not engage in other research tasks are able to provide feedback on important topics.

Noteworthy Use Cases

Example uses of Quick PollMR include:

- Community Consensus: by asking a series of single choice questions that compare options and preferences, Quick PollMR is able to offer insight into member values.
- Scaling Results: after a survey has closed, quick polls offer a way to test whether a surprising result holds true with an even larger pool of respondents.
- Boosting Engagement: the results page of a quick poll question can be linked to a forum or question board on the issue in order to increase qualitative engagement.