


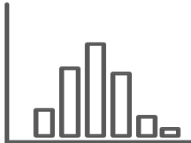


DOES PUBLIC INPUT MAKE DECISIONS WORSE?

You get **public input** from meetings, phone calls, emails, social media, online surveys or other online engagement. Maybe all of the above.

But how often does the public input **sentiment** from these channels **go against** what the majority of the public actually thinks? **What's that error rate?**

We looked through 300 surveys for answers. **It's bad news** for decisions and trust.

Data for Decisions	Error Rate	Trust Grade
 Make decisions based on public input sentiment	70%	F
 Flip a coin	50%	F
 Make decisions opposite to public input sentiment	30%	C-
 Make decisions based on scientific survey data	<5%	A

3 tips to help ignore the noise, but not the public

Research also shows that **97% of governments** have their decisions influenced by these **unrepresentative** voices. So what can you do differently, to do better?

- ✓ Listen only for useful facts you didn't know – that are new, true, and for you
- ✓ Ignore personal preferences you hear, or claims about community preferences
- ✓ Only use scientific community survey data – for true community sentiments