

# Poll unit types

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Poll units may be used in two different ways.

The first is the standard instance. They will look something like this:



The screenshot shows a poll unit with the following elements:

- Header: "What do you think?" followed by a vertical ellipsis menu icon.
- Question: "Do you typically eat McDonalds inside the restaurant or do you take it to-go?"
- Options (radio buttons):
  - I eat inside
  - I take it to-go
  - I do not eat McDonalds
  - Other / No opinion
- Next button: A button labeled "NEXT" at the bottom center.

An example may be seen [here](#). You may read about this type of implementation [here](#).

The second type of deployment is a carousel. The questions are shown with a preview of the next question to the right and a reminder of the last question answered to the left. The dots above the question text indicate the status of the polling session as the user progresses through the experience.

4 QUESTIONS ● ● ● ●

**Who is your current health insurance provider?**

- Cigna
- UnitedHealthcare
- Blue Cross Blue Shield
- I don't have health insurance
- Aetna
- AARP
- Other
- Anthem / WellPoint
- Humana
- Kaiser / Kaiser Permanente

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A carousel example is shown [here](#). Information about the integration may be found [here](#).

This implementation is typically used in a polling hub where the page's focus is the polling experience. Carousels are a great way to increase time spent on the site and, therefore, ad revenue.

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