To use polling in a Zoom meeting you have to make sure it is turned on in your profile settings.

Go to https://yale.zoom.us and Configure your account.

Go to the Settings tab and scroll down to Meeting (Basic) and turn Polling On.

To add one or more polls that you can use in any of your instant meetings go to the Meetings section and click on “Personal Meeting Room”. Scroll to the bottom of that page.
Zoom Polling

A poll can contain one or more questions, they can be multiple choice with a single answer or multiple choice with multiple answers.

Add a new poll

Edit or Delete an existing poll

Name your Poll, this is what you will see in a Zoom meeting when you want to run a poll.

Add more questions to your poll
Once you've created your polls you can then use them in any meeting you start by clicking on the polling button (A). Both hosts and co-hosts can run polls. Note that co-hosts can only launch polls that the host has defined in the host account. A host can also create new polls on the fly during a meeting, although it is a best practice to create polls before your meeting.

Here is a link to the Zoom help guide for polling which includes a short video
https://support.zoom.us/hc/en-us/articles/213756303-Polling-for-meetings