

New York Chapter

AAPOR

American Association for Public Opinion Research

Established 1979

152 Madison Avenue, Suite 801 • New York, NY 10016 • Tel: (212) 684-0542 • Fax: (212) 481-3071 • E-mail: mgmtoffice@aol.com

NYAAPOR Spring/Summer 2006 Newsletter

Programs

By Emily Cruvant

“Polling on Terrorism and Homeland Security in the Post 9/11 World”

February 28, 2006

The first event of NYAAPOR’s Spring 2006 season examined the many challenges of polling about the image of the United States and its foreign policy, both in the US and abroad. Sarah Dutton, Deputy Director of Surveys at CBS New, Steven Kull, Director of PIPA and COPA, and Jon Cohen, Assistant Director of Polling at ABC News presented.

Sarah Dutton discussed recent polls showing that Americans are more concerned about losing civil liberties. The majority of Americans do not feel it is appropriate to monitor ordinary Americans through wiretaps, but a similar proportion feel it is appropriate to monitor people who the government deem suspicious. Overall, Americans are not concerned that the government will monitor their calls and e-mails, though African Americans are a bit more concerned than others.

Jon Cohen presented data showing the relationship between handling terrorism and approval of President Bush. In 2004, 49% of Americans only trusted President Bush to handle terrorism. Virtually all of these Americans voted for President Bush in the election and comprised 48 percentage points of his 51% of the vote. He also noted that a slim majority support wiretapping, no matter how the question is asked. People are more likely to tradeoff civil liberties for increased security in times of crisis.

The final presentation by Steven Kull indicated that in polls regarding terrorism and homeland security, the majority of Americans tend to support war, overthrowing a government, or other actions, if there is an imminent danger of attack. He also presented results from polls conducted in Iraq. Nearly half of Iraqis approve of attacks on US-led forces. The majority also feel they will need help from other countries and want the United Nations to lead in reconstruction.

“Telephone Survey Methods”

Sponsored by: Survey Sampling

March 30, 2006

At this evening event, Mike Battaglia, Vice President at ABT Associates, Anna Fleeman, Senior Project Leader at Arbitron, and Mike Brick, Vice President & Director of Survey Methods at Westat, highlighted three papers from the TSM II Conference. Clyde Tucker of the U.S. Bureau of Labor Statistics moderated the discussion.

Mike Battaglia discussed the decline in response rate over the past 30 years. From the 1970s to 2000, the average decline in response rate was 1.5-1.9 points per year. One of the biggest causes of the decline in response rate is resolving numbers to determine which numbers are usable. Though repeated call attempts may raise response rate, it may not yield many more completed interviews for the added cost.

Anna Fleeman presented the results of a recent study using cell phone sample and RDD interviewing. Approximately 6-8% of households are cell phone only and tend to be younger demographically. Arbitron conducted a pilot study in 2004 hand-dialing 1500 cell phone numbers and offered a \$10 incentive to participate. They experienced similar refusal rate as landline studies and refusals did not relate to using up cell phone minutes. In 2005, Arbitron expanded the study and dialed 52,000 cell numbers. Fewer attempts were needed to reach these respondents because a cell phone number is personal. About one-third (32%) of cell phones reached were cell-only households. When voicemail only is included, this number drops to 17%. And, about one-third of those who were cell-only households did not live in the county of their rate center.

J. Michael Brick concluded the session with a discussion of multi-mode surveys. He noted that response rate is lower when respondents are given a choice of mode compared to single-mode surveys. He also discussed the need for statistical adjustments for cell-only frames, as cell phone respondents who answer a survey are likely to use their cell phones more often than people who have cell phones and do not pick up for a survey.

“Mexico’s Presidential Election of 2006: Change, Candidates, or Issues?”

Sponsored by NYAAPOR, Columbia University’s Quantitative Methods in the Social Sciences (QMSS) program and Institute for Latin American Studies (ILAS)

April 11, 2006

This event featured four distinguished speakers. Ulises Beltrán Ugarte, formerly the Technical Adviser to Presidents Carlos Salinas (1988-1994) and Ernesto Zedillo (1994-2000), Professor Beltrán is on the faculty of the Centro de Investigación y Docencia Económicas (CIDE) and is the head of Beltrán & Asociados. Jorge Buendía Laredo is the director of one of Mexico’s leading survey research firms, Ipsos-Bimsa, which has conducted more than one million interviews annually since 2003. Chappell Lawson is Associate Professor of Political Science, Massachusetts Institute of Technology and the Principal Investigator for The Mexico Election Panel Studies of 2000 and 2006. Robert Shapiro is Professor of Political Science at Columbia University. He specializes in American politics, particularly in public opinion, policymaking, political leadership, the mass media, and applications of statistical methods. Warren Mitofsky, president of NYAAPOR and president of Mitofsky International, moderated the discussion. Regarded as “the father of exit polling”, Professor Mitofsky was Executive Director of the CBS News Election & Survey Unit from 1967 to 1990.

"Polling for Elections in Emerging Democracies"

Sponsored by CfMC

April 17, 2006

Anna Andreenkova, Co-director of the Institute for Comparative Social Research (CESSI) in Moscow, Warren Mitofsky, president of Mitofsky International, and Craig Charney, president of Charney Research, discussed their experiences in pre-election surveys and exit polling in Afghanistan, Azerbaijan, Ukraine and Mexico.

Anna Andreenkova discussed the highly publicized Ukraine presidential election. Exit polls served as public control over the election process in an election with so much corruption. However, it became as Anna described a "battle of exit polls," with polling conducted by foreign NGOs, the Russian government, and the Ukrainian government. Warren Mitofsky spoke about discriminating between good and bad exit polls and how the media often does not discern the two. He also discussed how in free and fair elections, exit polls will have random errors, they are not error-free. Finally, Craig Charney talked about his recent experiences polling in Afghanistan. He found that there were no systematic differences when people were interviewed with others around. This is often the case when interviewing women; a man in the household often attends the interview.

"Two New Surveys on Cell Phone Usage"

June 1, 2006

At the final evening session of the season, Edison Media Research shared results from studies conducted in the U.S. and the U.K. with a focus on the pros and cons of making a cell phone a primary media measurement device. The study has findings on current carrying and usage behaviors, as well as other issues relating to the suitability of cell phones as media measurement devices. Data from a parallel study by London-based Continental Research was presented for comparison to the UK market.

Courtney Kennedy, a project director at the Pew Research Center in Washington, D.C., and a graduate student at the Joint Program in Survey Methodology, Trevor Tompson, Manager of News Surveys at The Associated Press, and Larry Rosin, President and co-founder of Edison Media Research, presented.

NYAAPOR Presents its 2006 Outstanding Achievement Award to the Roper Center for Public Opinion Research

We are proud to honor The Roper Center with the prestigious NYAAPOR Outstanding Achievement Award. As The Roper Center enters its 60th year, it continues to maintain the largest archive of survey research and public opinion data. The award was accepted by Roper Center Officers, Lois Timms-Ferrara and Marc Maynard.

Founded in 1947 by Elmo Roper, the Roper Center for Public Opinion Research is the leading educational facility in the field of public opinion. The Center exists to promote the intelligent, responsible and imaginative use of public opinion in addressing the problems faced by Americans and citizens of other nations. In an increasingly complex and interdependent global environment, the Roper Center hopes to foster increased international understanding and to promote cross-national research. Through the maintenance of the world's largest archive of survey data, and through its programs of publication, presentation and advanced research, the

Roper Center strives to improve the practice of survey research and the use of survey data in the United States and abroad. The roster of organizations now contributing data is a virtual "who's who" of contemporary opinion research. Several thousand polls taken in some 70 foreign countries are also housed in the Center's library. By constantly adding to the domestic and international collections of survey data, the Roper Center maintains what is by far the most complete collection of public opinion information in existence.

NYAAPOR at the National Conference

NYAAPOR had a strong presence at this year's national conference in Montreal. The theme of this year's conference was "Confronting Core Values and Cultural Conflict" and included sessions such as "Democracy and Public Opinion in Africa," "Public Opinion Around the Globe", "Cultural Considerations in Survey Research," and "Values Around the World."

NYAAPOR held a reception for members at the Montreal Hilton to toast the newly elected Executive Council and invite members of National AAPOR to join the New York chapter. A special thanks to Patrick Moynihan, Gary Langer, and Anthony Salvanto for organizing the event.

2006- 2007 Executive Council Elections

For the first time ever, NYAAPOR members cast ballots online for its 2006-2007 Executive Council. We had excellent slates of candidates for all offices. We would like to thank all those who agreed to stand for office for their contributions to NYAAPOR.

Congratulations to all winners! A special thanks to all their opponents.

Vice President
Robert Shapiro

Associate Program Chair
Andrew Beveridge

Associate Membership Chair
Maureen Michaels

Associate Secretary/ Treasurer
Emily Cruvant

Communications Chair
Megan Scott

Counselor-At-Large
Geoff Feinberg

Welcome NYAAPOR New Members!

Abdul- Aziz Abdul-Rahman	Hunter College
Matthew Bensen	(Student)
Lauren Bergner	Mediamark Research
Irene Charalambous	Columbia University
Nicola Damato	Verizon Communications
Eleni Delimpaltadaki	New York University
Melanie Friske	Columbia University
Ruth Guardado	Schulman, Ronca & Buclavas, Inc.
Gregory Haas	Porter Novelli
Hiroko Homma	Hunter College
Rebecca Jacobsen	Columbia University
Daniel Lander	New York University
Nandita Murukutla	Harris Interactive
Robert Osborne	The Osborne Group, Inc.
Costas Panagopoulos	Fordham University
Jamie Rea	GfK
Daniel Slotwiner	Knowledge Networks
Emily Sprague	GfK
Tim Vercellotti, Ph.D.	Rutgers University
Matthew Williams	Columbia University
Kenneth Winneg	Annenberg Public Policy Center, UPENN
Michael Wood	Hunter College
Emre Yenilmis	University of Connecticut
Brian Ziff-Levine	The New School for Social Research