

WELCOME TO:



Communicating Survey
Methods & Results to the

AAPOR offers webinar sponsorship opportunities to organizations that would like to support AAPOR's online education program.

In addition, AAPOR has an institutional subscription for greater access to the education webinar recording library.

For more information, contact;
Lailah Johnson, AAPOR Program Manager
ljohnson@aapor.org



Please enter your questions in the Q&A box at the bottom of your screen.



Please complete the webinar survey immediately following the session.



TODAY'S PRESENTERS

Emily Swanson

Trevor Tompson

Communicating Survey Methods & Results to the Press

Emily Swanson & Trevor Tompson

Monday, November 13th, 2023

AP
—

| *NORC



Emily Swanson
Director of Public Opinion Research
at The Associated Press



Trevor Tompson
SVP of Public Affairs & Media
Research at NORC



In this presentation you will learn how to ...

1.

Design your research to maximize its potential for media coverage.

2.

Communicate your research in ways that are friendly to journalists.

3.

Get the attention of the journalists most likely to use your work.

Think about your
goals before
launching a survey.



Including...

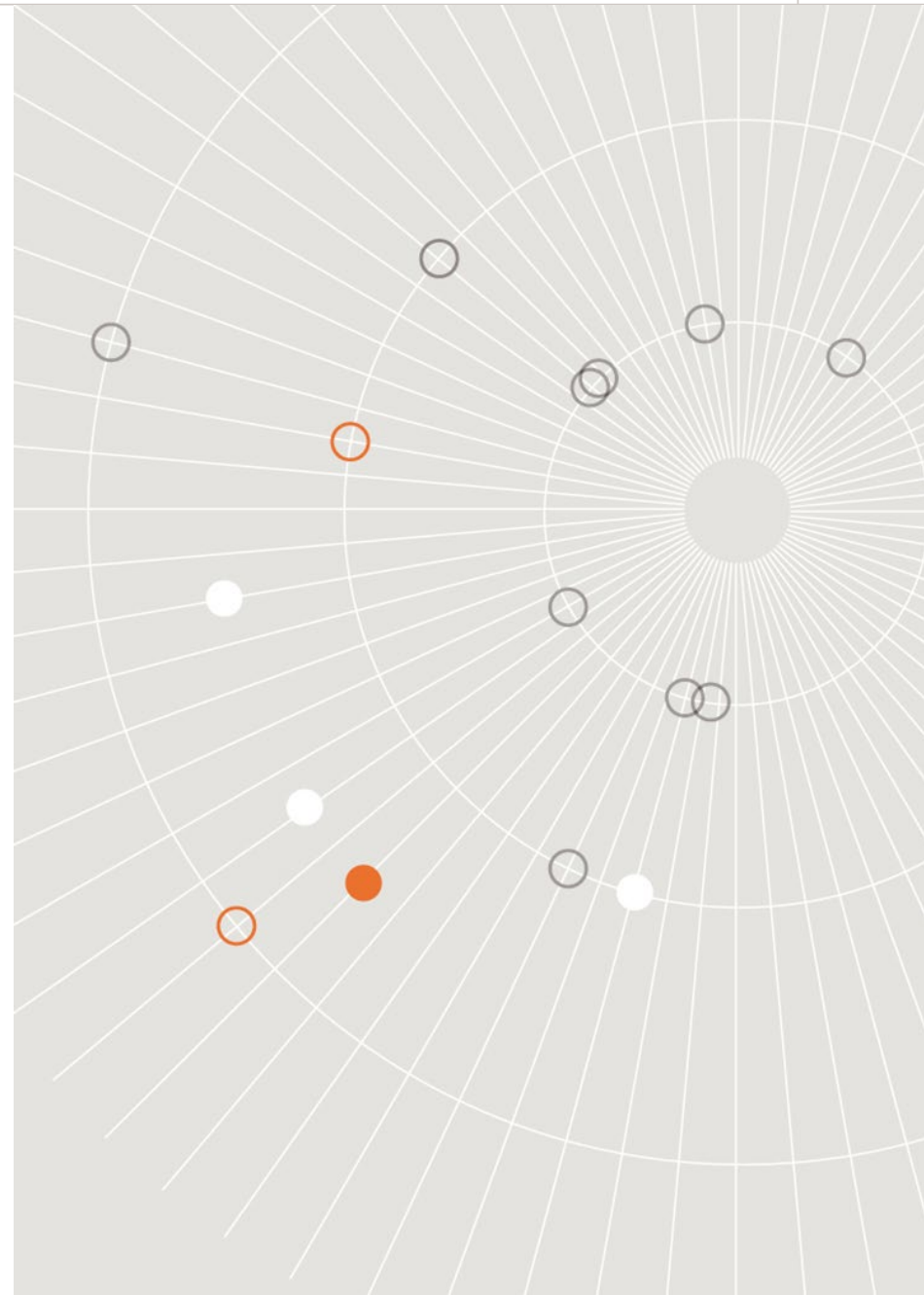
- **What content decisions to make**
- **What methodologies work best for news**

Is it important enough
to keep interest?



How will you communicate your results?

- Research design
- Hypotheses
- Is it complicated?



You can make news with a single question.

There needs to be enough data to support the conclusions that you're trying to draw.

Timing

If your topic is not sensitive to current events, *you can take your time.*

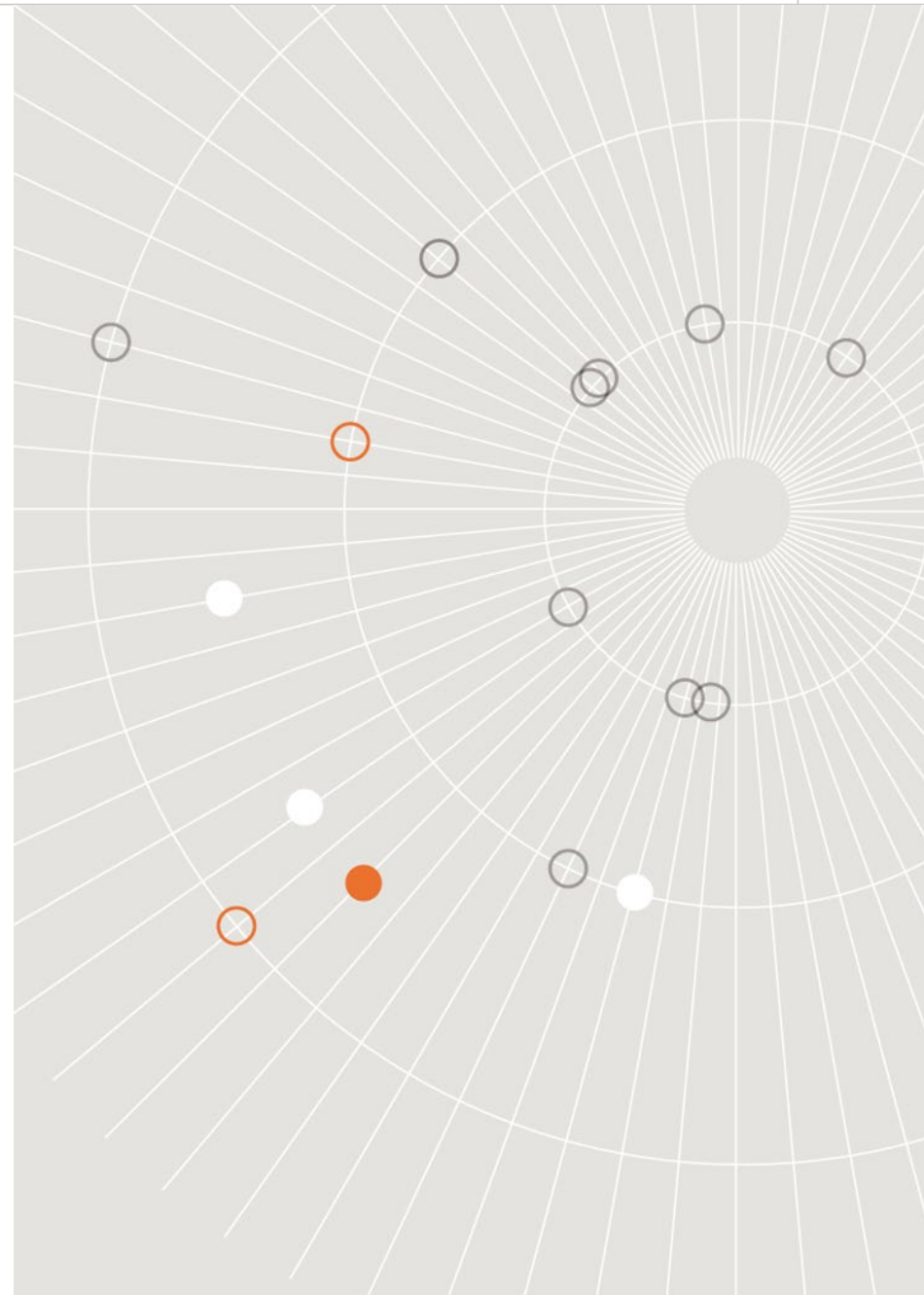
If it is a fast-moving topic, *your data can become stale if it is more than a few weeks old OR a major event happens.*

Make sure your
work stands up to
methodological
scrutiny.



Good reporters will investigate – especially on controversial topics!

- **Be up front about what you did and prepared to answer questions**
- **Other experts will look at lack of disclosure or shaky methodology as a reason to attack your work.**

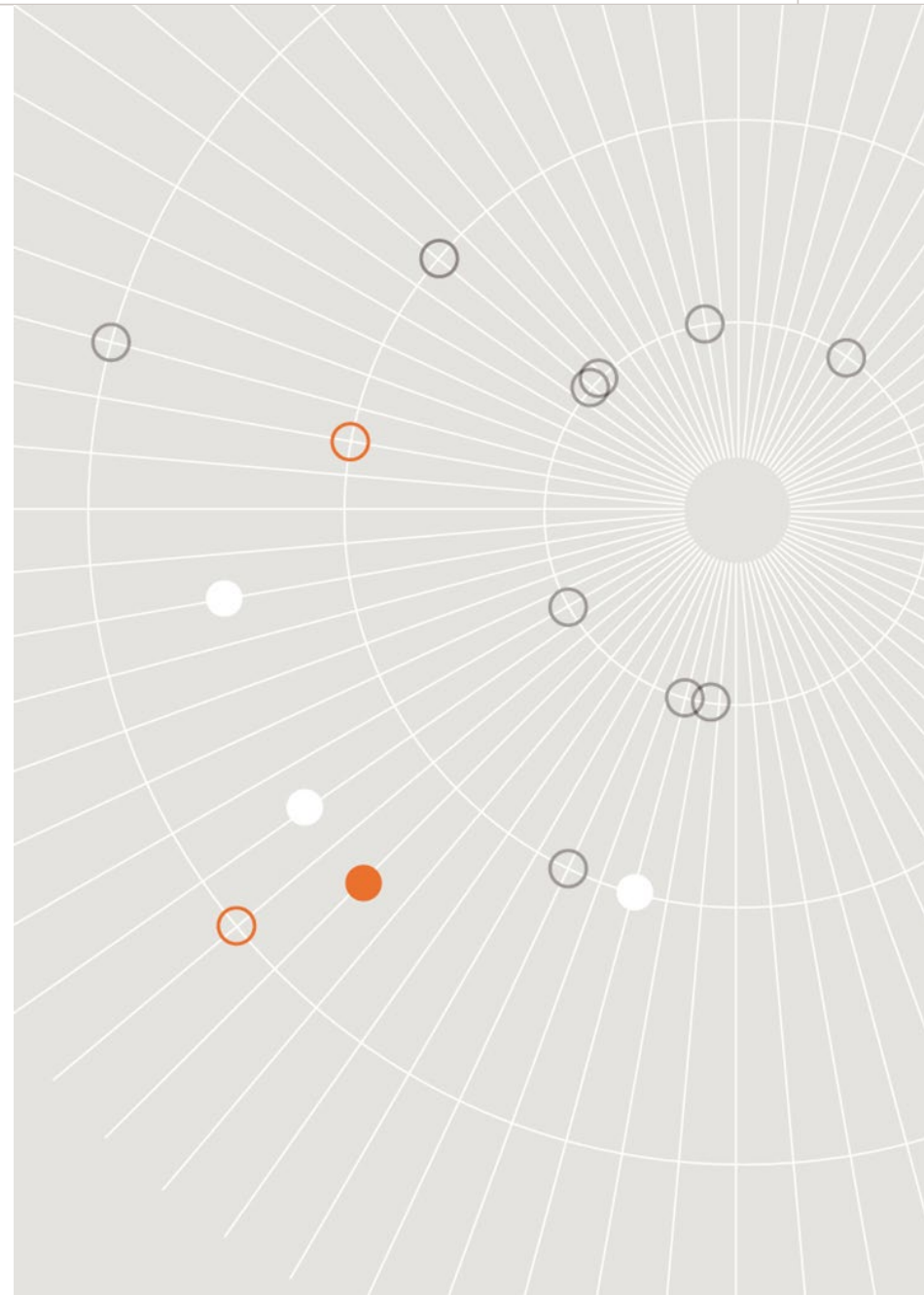


Why should a journalist
trust what you have to
say?



Make it easy for them

- **Show your work.**
- **Expect questions.**
- **Make sure someone is available to answer technical questions.**



Some news organizations have methodology standards that they have made public.

- **Some organizations will not accept non-probability samples.**
- **Some have N size and subgroup size requirements.**

1. What survey firm conducted the poll?
2. How were respondents interviewed – by live interviewers on the phone, IVR, online, self-administered questionnaire or another method?
3. Who paid for the survey and why was it done?
4. How many people were interviewed for this survey?
5. In what language(s) were respondents interviewed?
6. Please provide a copy of the full text and interviewer instructions/programming for all questions included in this survey release.
7. When was your survey conducted?
8. What is the source of your sample for this survey, and by what method were respondents selected? Please be as specific as possible, and if via web panel(s), please include a description of how the panelists were recruited. If your study was conducted online and included respondents chosen via routers, approximately what percentage of respondents were directed to the survey via routers?
9. If any quotas were applied to sampling or interviewing, at what stage were they applied, what variables and targets were used, and what is the source of your estimate of the target quota?
10. What is the universe of people you are trying to survey, and what makes you confident that the sample source represents that universe?
11. If surveys were conducted by telephone, what percentage of interviews were conducted via calls to cellphones? If surveys were conducted online, were respondents allowed to complete the survey via mobile browsers, and approximately what share of your respondents did so?
12. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?
13. If surveys were not conducted by a live interviewer, what do you do to ensure your respondents are real people and are paying attention to the survey?
14. What is your estimate of this survey's error, how is it calculated, and why is this an appropriate error estimation for your survey? If you are reporting a margin of sampling error, has it been adjusted for design effects?
15. If your survey has been weighted, please list the weighting variables and the source of the weighting parameters. If your survey has not been adjusted for education, please explain why and provide an unweighted frequency for education distribution among your respondents.
16. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it?

Generally, for the answer to be yes, a poll must:

- Disclose the questions asked, the results of the survey and the method in which it was conducted.
- Come from a source without a stake in the outcome of its results.
- Be representative of the population surveyed, usually by randomly sampling from that population and appropriately correcting for the fact that some types of people are more likely to respond to polls than others.
- Report the results in a timely manner.

Polls that pass these tests are suitable for publication.

Do not report on surveys in which the pollster or sponsor of research refuses to provide the information needed to make these assessments. In stories relying heavily on the

When writing a
pitch, be brief.



Pitch email:

- 01 Bullet points

- 02 Data visualization

- 03 Numeric precision

- 04 Don't overstate

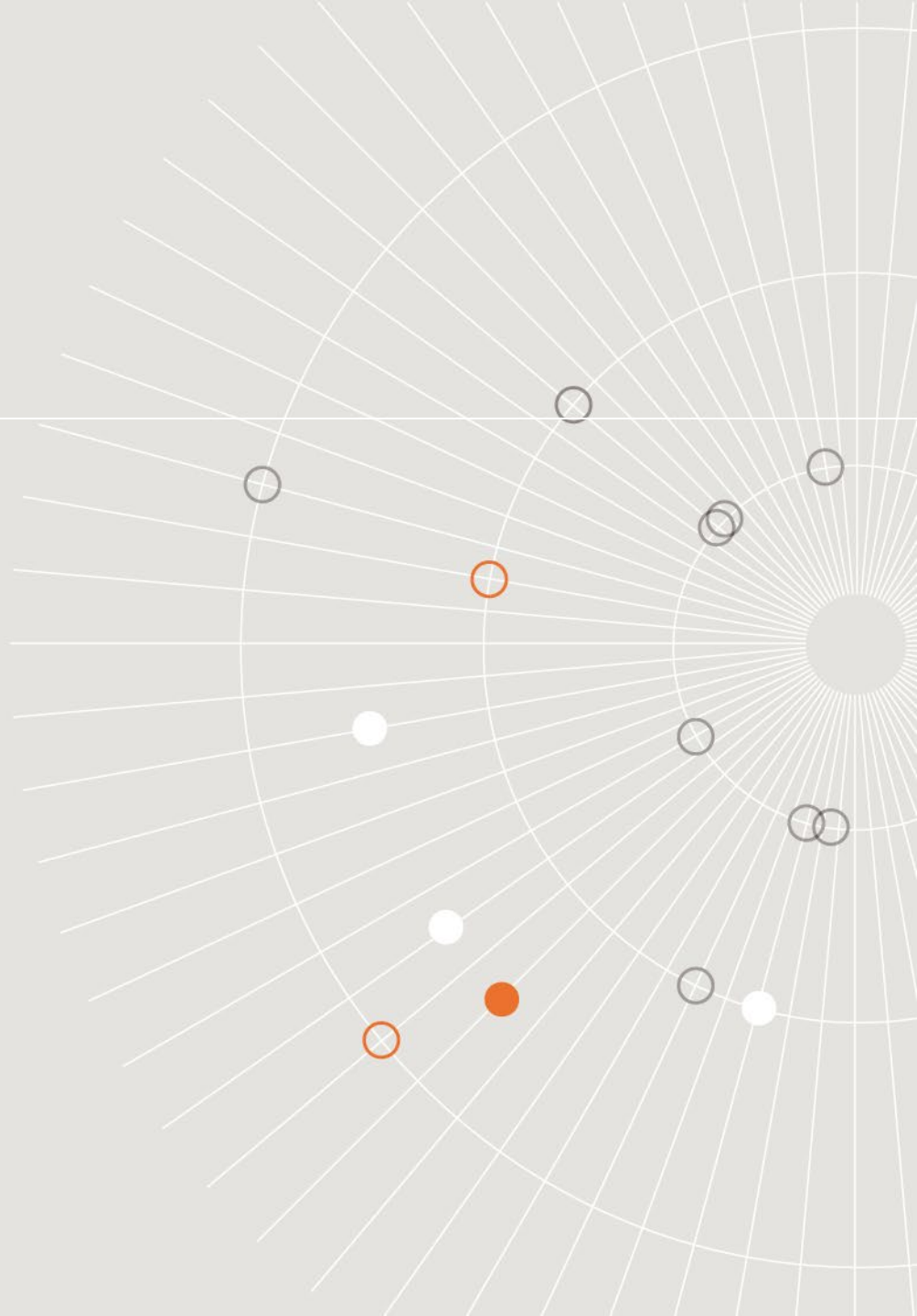
- 05 Include the *why*?

- 06 Trends

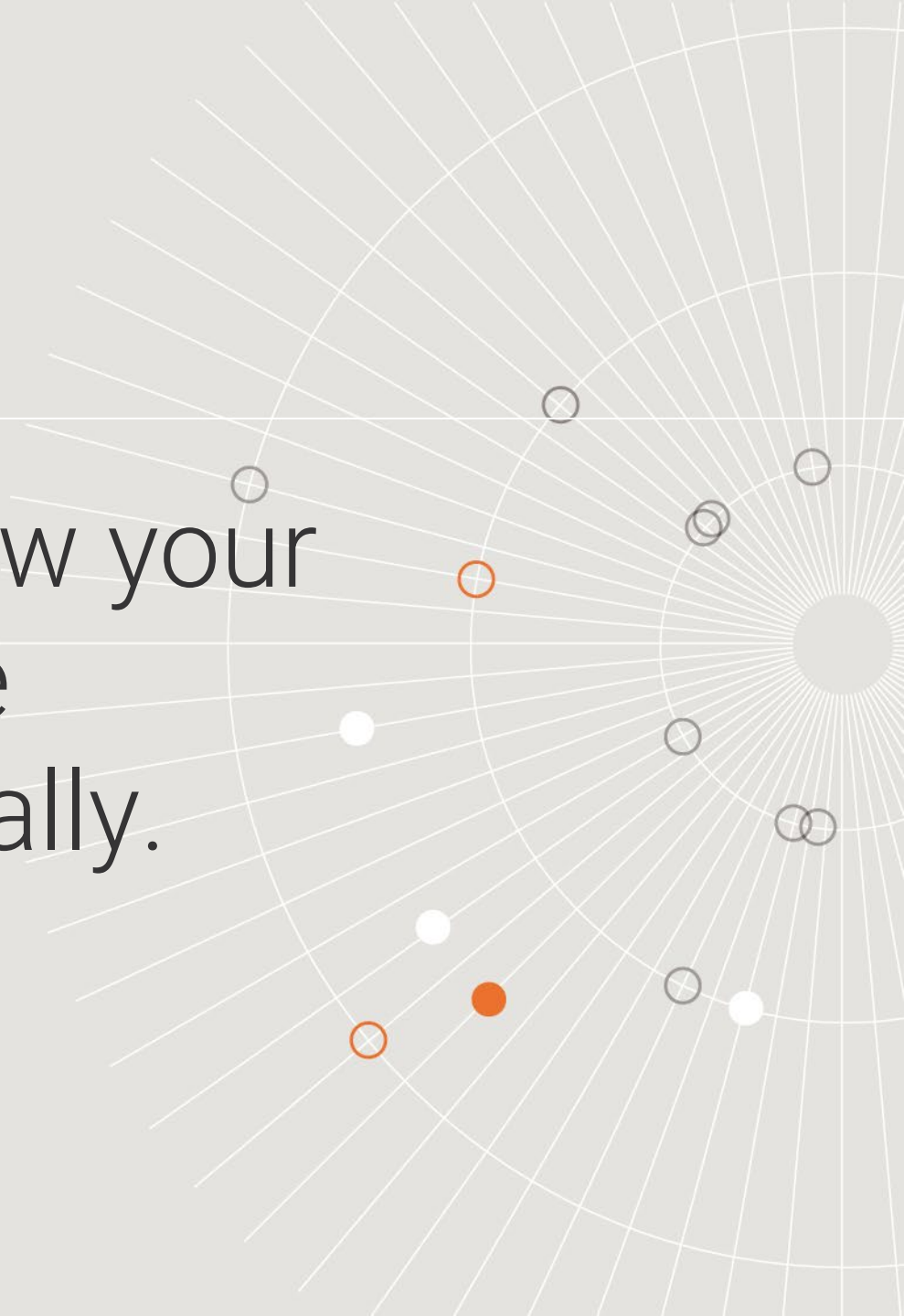
- 07 'Real people' to talk to



Bullet points



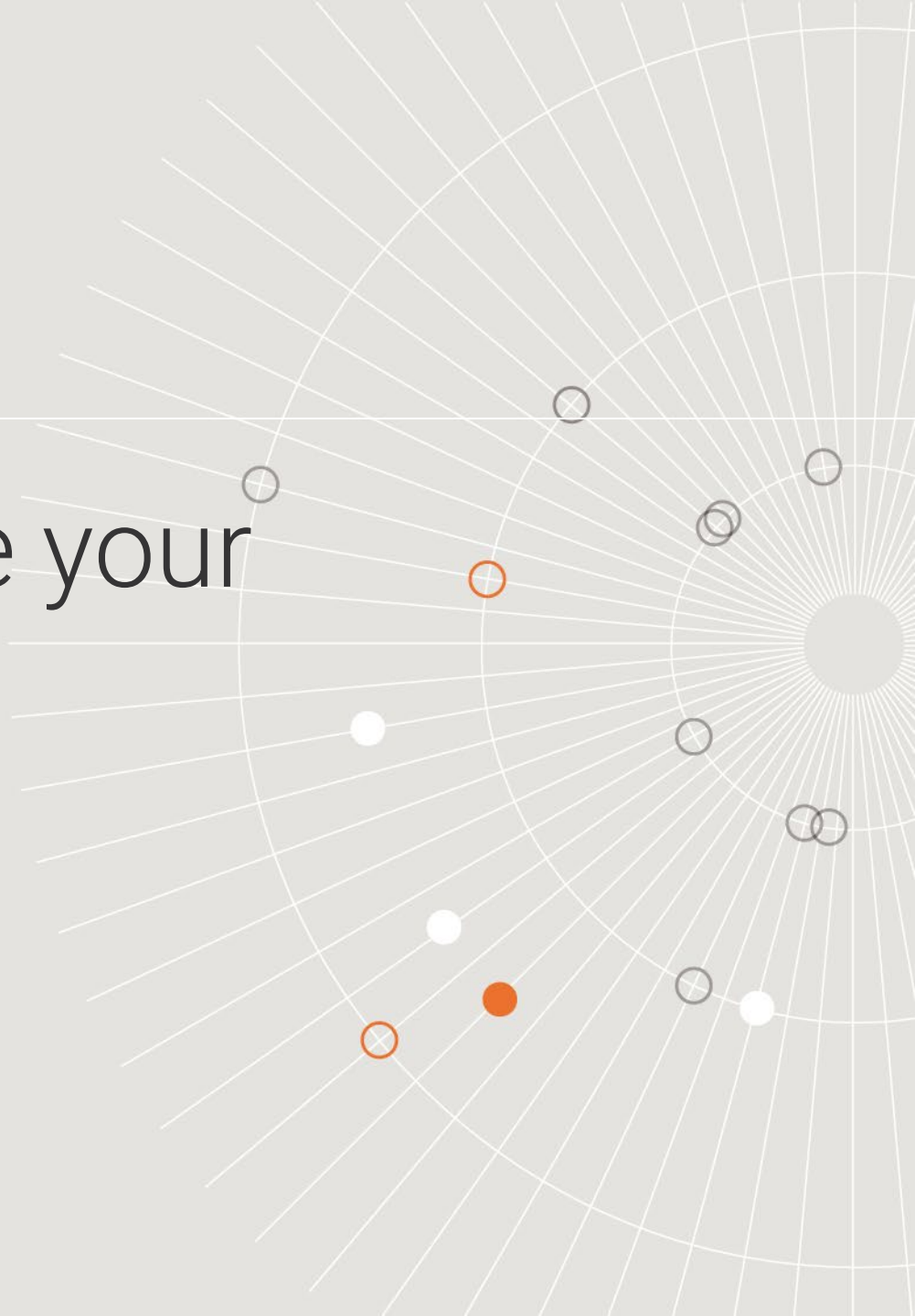
Think about how your findings can be presented visually.



Present numbers to the
nearest round number
– 43%.



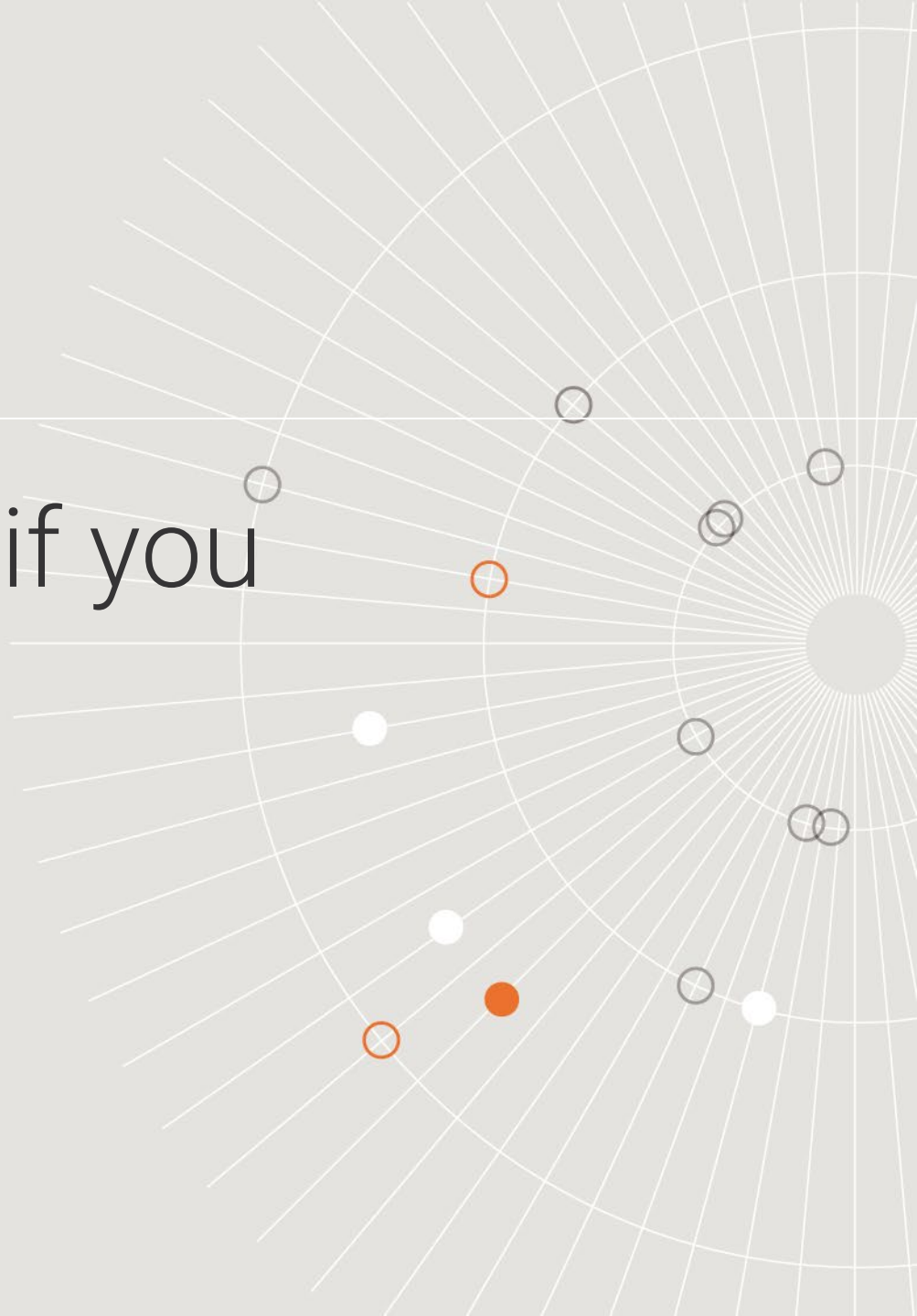
Don't overstate your results.



Why is your finding remarkable?

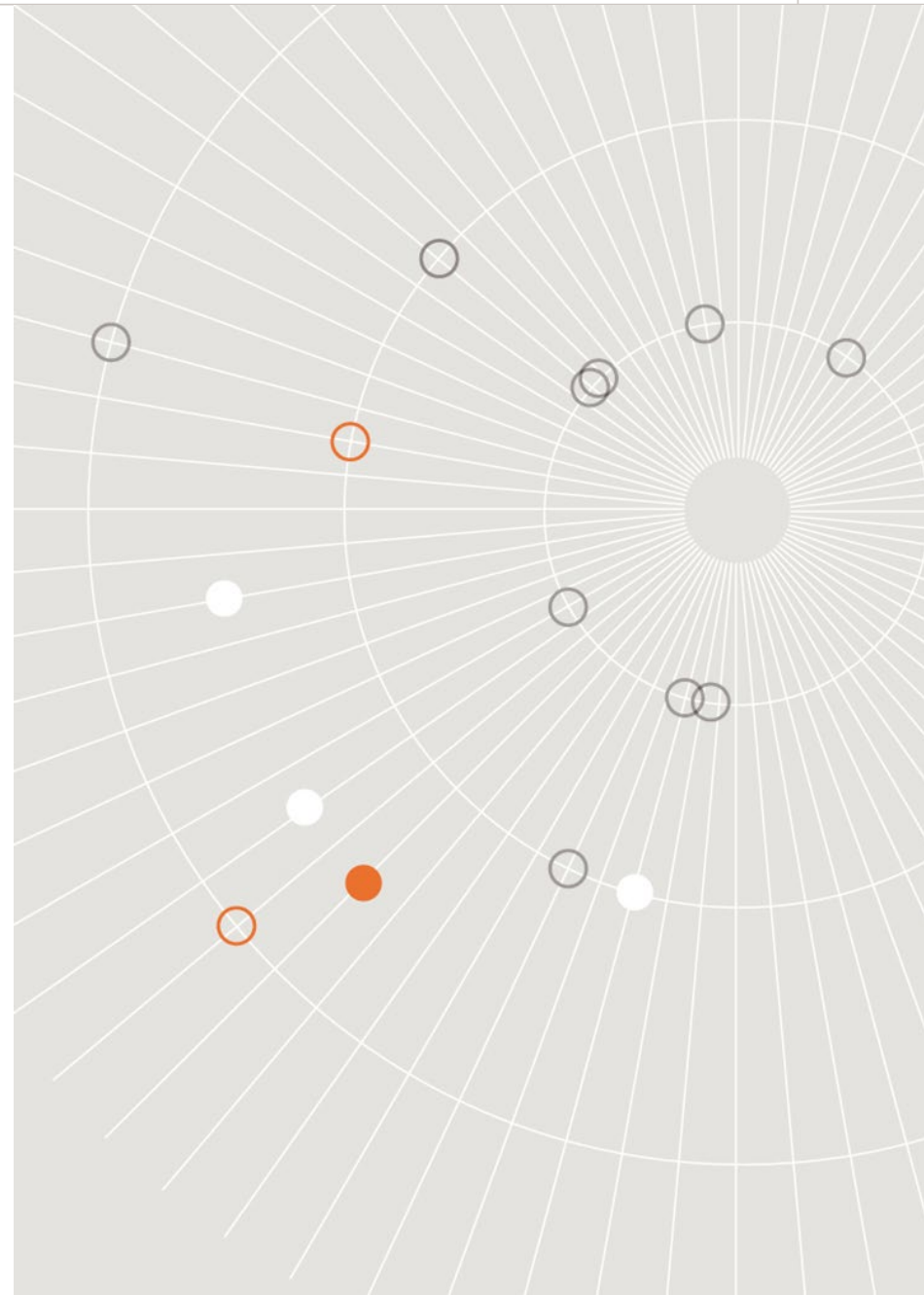


Include trends if you
have them.



Other things to include:

- **Poll toplines with question wording**
- **Detailed methodology statements**
 - Sample details
 - Weighting targets
- **Crosstabs**



SURVEY METHODOLOGY

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between November 2-6, 2023 with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,239 completed the survey—1,128 via the web and 111 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 16.2 percent, the weighted household panel response rate is 21.3 percent, and the weighted household panel retention rate is 75.9 percent, for a cumulative response rate of 2.7 percent.

The overall margin of sampling error is +/- 3.9 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. For example, the margin of sampling error is +/- 5.7 percentage points for Democrats and +/- 6.3 percentage points for Republicans. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 35 interviews were removed for nonresponse to at least 30% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

Complete questions and results are available at www.apnorc.org.

Additional information on the AmeriSpeak Panel methodology is available at <https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@apnorc.org.

ABOUT THE ASSOCIATED PRESS-NORC CENTER FOR PUBLIC AFFAIRS RESEARCH

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. www.ap.org
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at www.apnorc.org.

Most Americans don't closely follow professional or college sports

KB - Pew Research Center <

To Swanson, Emily

Wed 10/18/2023 9:22 AM

If there are problems with how this message is displayed, click here to view it in a web browser.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

[EXTERNAL]

Hi Emily,

I wanted to let you know that [Pew Research Center just released new data](#) examining how closely Americans say they follow sports. The survey finds that most Americans do *not* closely follow or talk about sports, based on a survey of 11,945 U.S. adults.

About six-in-ten Americans (62%) say they follow professional or college sports not too or not at all closely. Similarly, 63% of U.S. adults say they talk about sports with other people – whether in person, by text, online or some other way – only a few times a month, once a month or less often.

When given a list of possible reasons why they don't follow sports, the most common one chosen is lack of interest. In fact, around seven-in-ten adults who say they don't closely follow sports say this is a major reason (69%).

On the other hand, the smaller group of Americans who follow sports extremely, very or somewhat closely (38%) say a major reason why is to cheer for a specific team or teams (71%). Smaller shares say a major reason why they follow sports is to cheer for specific players (32%), because someone in their family follows sports (23%), or to be part of a community (13%).

A small subset of Americans are what might be called "superfans." These fans say they follow sports extremely or very closely *and* talk about sports at least daily. Only 7% of U.S. adults fall into this category.

Other key findings include:

- When asked how many sports they follow, the largest share of Americans (39%) say they don't follow any sports. Smaller shares say they follow one (18%), two (22%), three (11%), or four or more sports (9%).
- Just 13% of Americans who don't follow sports closely say a major reason why is that sports are too political. Republicans and those who lean toward the Republican party are more likely than Democrats and Democratic leaners to say this is a major reason why (22% vs. 5%).
- By a large margin (51% vs. 5%), Americans believe sports get too much attention in society today, rather than too little, while 43% say they get about the right amount of attention.
- There are some age differences in the reasons Americans cite for not following sports. Among those who don't closely follow sports, adults ages 18 to 29 are more likely than those ages 65 and older to say they're just not interested (76% vs. 65%) or that they find sports boring (35% vs. 21%).

Read the full post here: <https://www.pewresearch.org/short-reads/2023/10/17/most-americans-dont-closely-follow-professional-or-college-sports/>

Topline: https://www.pewresearch.org/wp-content/uploads/2023/10/SR_23.10.17_SportsFans_topleveline.pdf

Methodology: https://www.pewresearch.org/wp-content/uploads/2023/10/SR_23.10.17_SportsFans_methodology.pdf

Short, pithy headline

Most Americans don't closely follow professional or college sports

KB - Pew Research Center <
To Swanson, Emily Wed 10/18/2023 9:22 AM

If there are problems with how this message is displayed, click here to view it in a web browser.
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

[EXTERNAL]

Total N size

Hi Emily,

I wanted to let you know that [Pew Research Center just released new data](#) examining how closely Americans say they follow sports. The survey finds that most Americans do *not* closely follow or talk about sports, based on a survey of 11,945 U.S. adults.

Topline findings with precise numbers.

About six-in-ten Americans (62%) say they follow sports closely. Similarly, 63% of U.S. adults say they talk about sports or some other way – only a few times a month, once a month or less often.

When given a list of possible reasons why they don't follow sports, the most common one chosen is lack of interest. In fact, around seven-in-ten adults who say they don't closely follow sports say this is a major reason (69%).

On the other hand, the smaller group of Americans who follow sports extremely, very or somewhat closely (38%) say a major reason why is to cheer for a specific team or teams (71%). Smaller shares say a major reason why they follow sports is to cheer for specific players (32%), because someone in their family follows sports (23%), or to be part of a community (13%).

A small subset of Americans are what might be called "superfans." These fans say they follow sports extremely or very closely *and* talk about sports at least daily. Only 7% of U.S. adults fall into this category.

Other key findings include:

- When asked how many sports they follow, the largest share of Americans (39%) say they don't follow any sports. Smaller shares say they follow one or more sports (9%).
- Just 13% of Americans who don't follow sports closely say a major reason why is that sports are too political. Republicans and those who lean toward the Republican party are more likely than Democrats and Democratic leaners to say this is a major reason why (22% vs. 5%).
- By a large margin (51% vs. 5%), Americans believe sports get too much attention in society today, rather than too little, while 43% say they get about the right amount of attention.
- There are some age differences in the reasons Americans cite for not following sports. Among those who don't closely follow sports, adults ages 18 to 29 are more likely than those ages 65 and older to say they're just not interested (76% vs. 65%) or that they find sports boring (35% vs. 21%).

Relevant cross tabs

Read the full post here: <https://www.pewresearch.org/short-reads/2023/10/17/most-americans-dont-closely-follow-professional-or-college-sports/>

Topline: https://www.pewresearch.org/wp-content/uploads/2023/10/SR_23.10.17_SportsFans_topleveline.pdf

Methodology: https://www.pewresearch.org/wp-content/uploads/2023/10/SR_23.10.17_SportsFans_methodology.pdf

Links to detailed topline and methodology.

Include everything
important in the body of
the email.



To control the
narrative, the key
is to be prepared.



Make all the key info about your survey available and easy to find on your website.

- **AAPOR transparency guidelines.**

Assume, especially if working in politics, whatever group holds the opposite view will feel compelled to respond.

- **Protect against this by having information already out.**
- **Be prepared to answer questions, and knock down any misinformation by pointing to accurate information on your website.**

Grow
relationships,
journalists are
people.

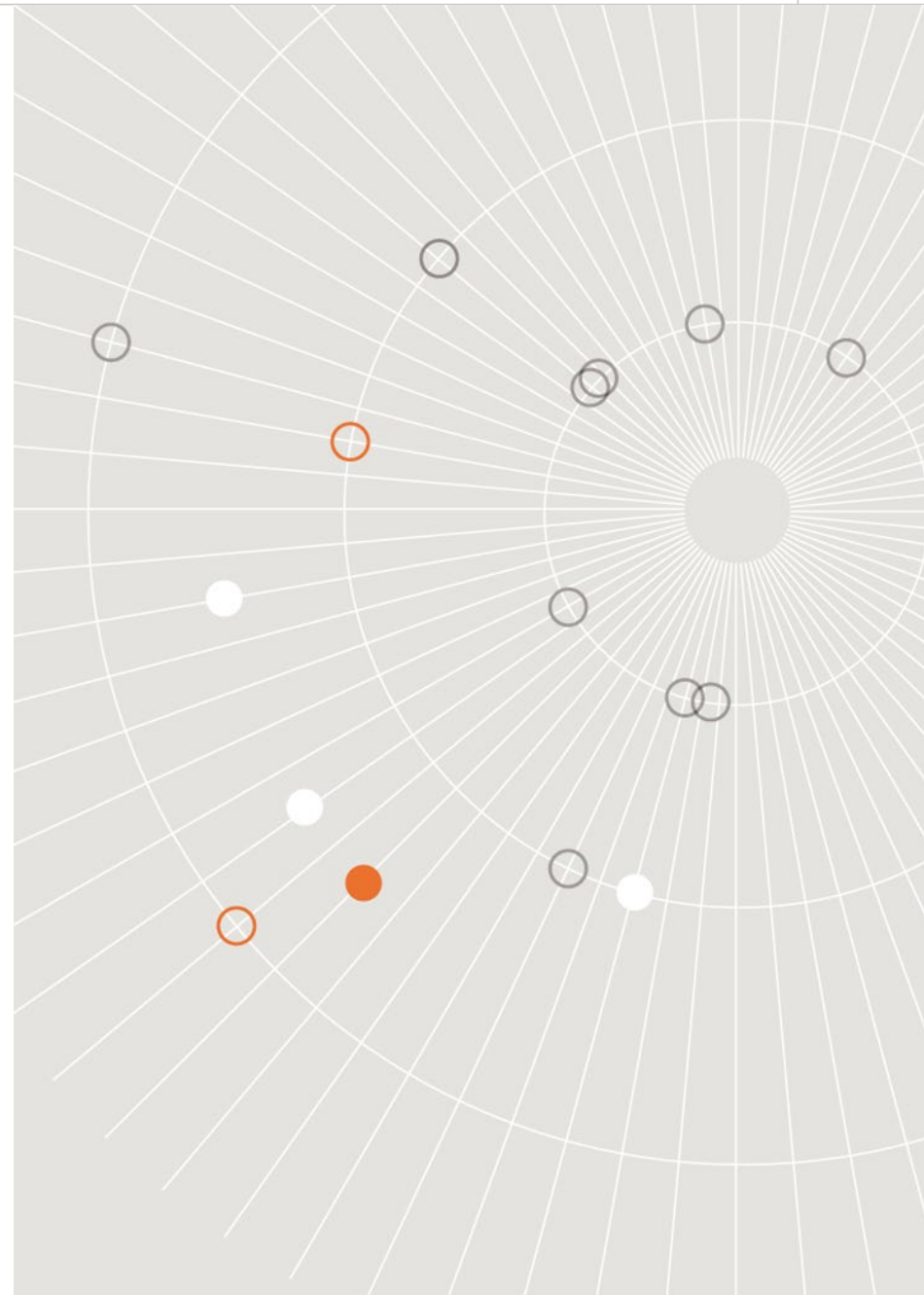


Journalists are far more likely to be interested in your work if they know you and your reputation.



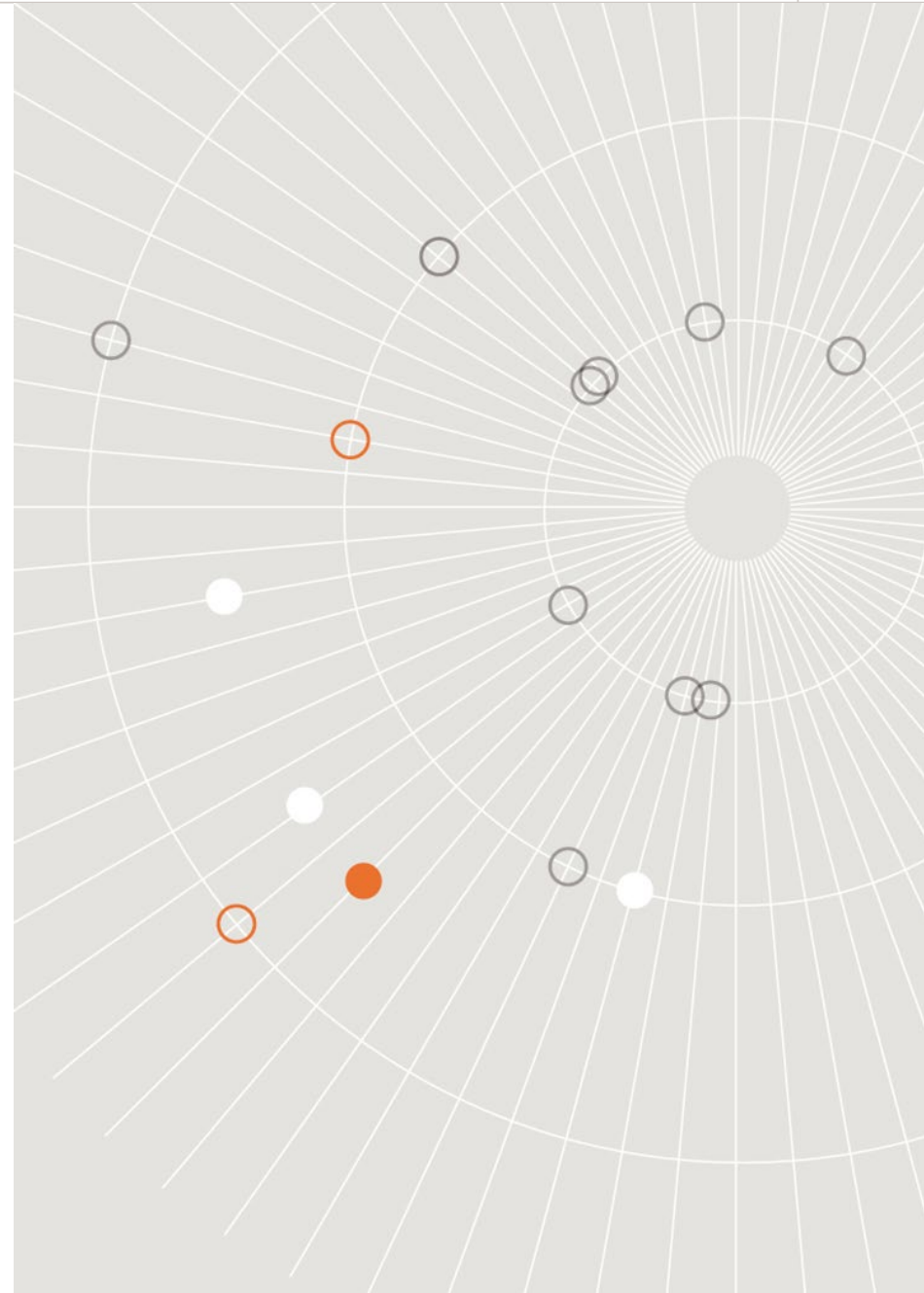
How to grow your relationship:

- **Send them useful information from your research all the time.**
- **Make it a priority to be available to them.**
- **Answer their questions.**

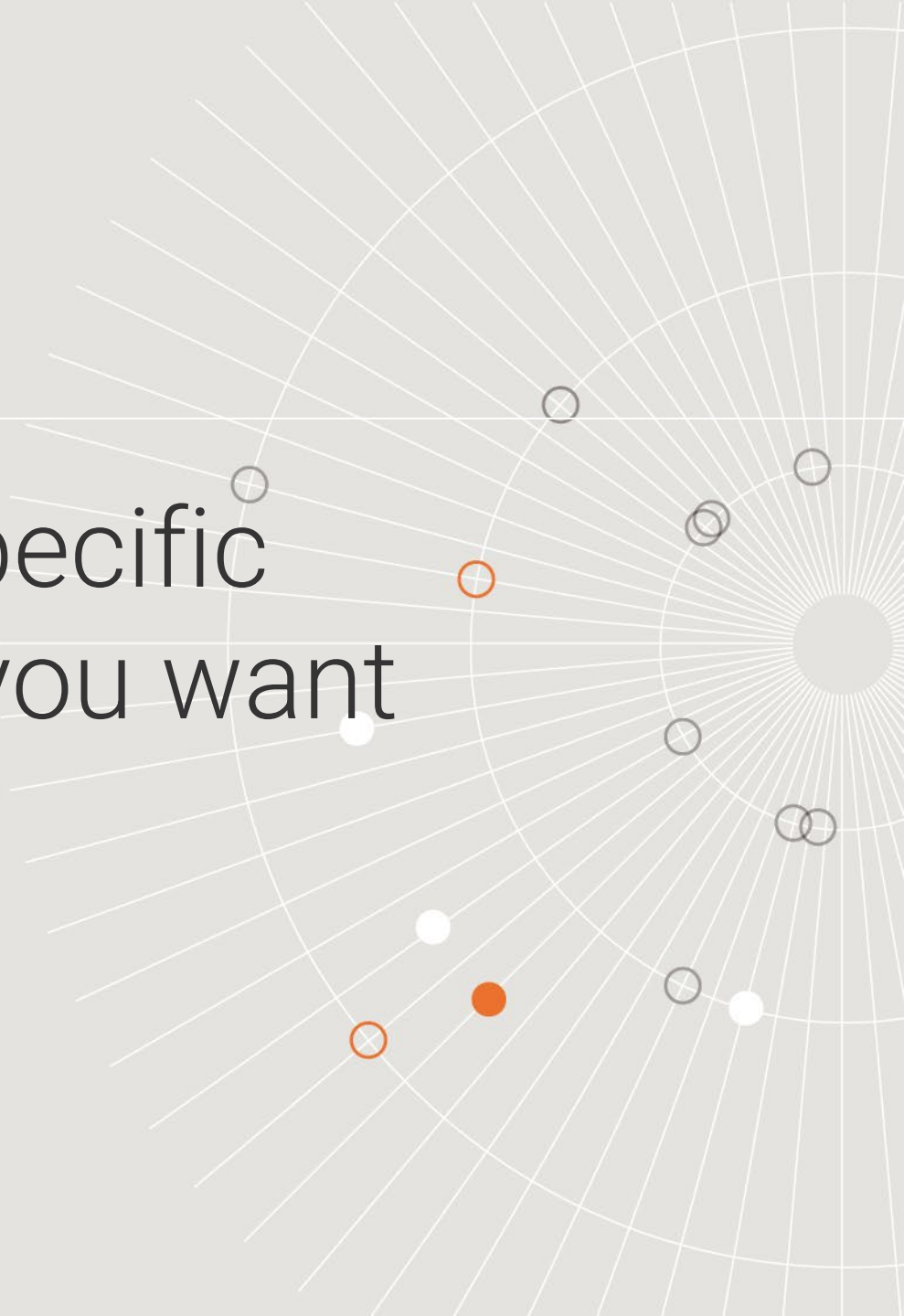


Other tips:

- **Pick a spokesperson.**
- **Make lists of reporters/news orgs you want to work with**

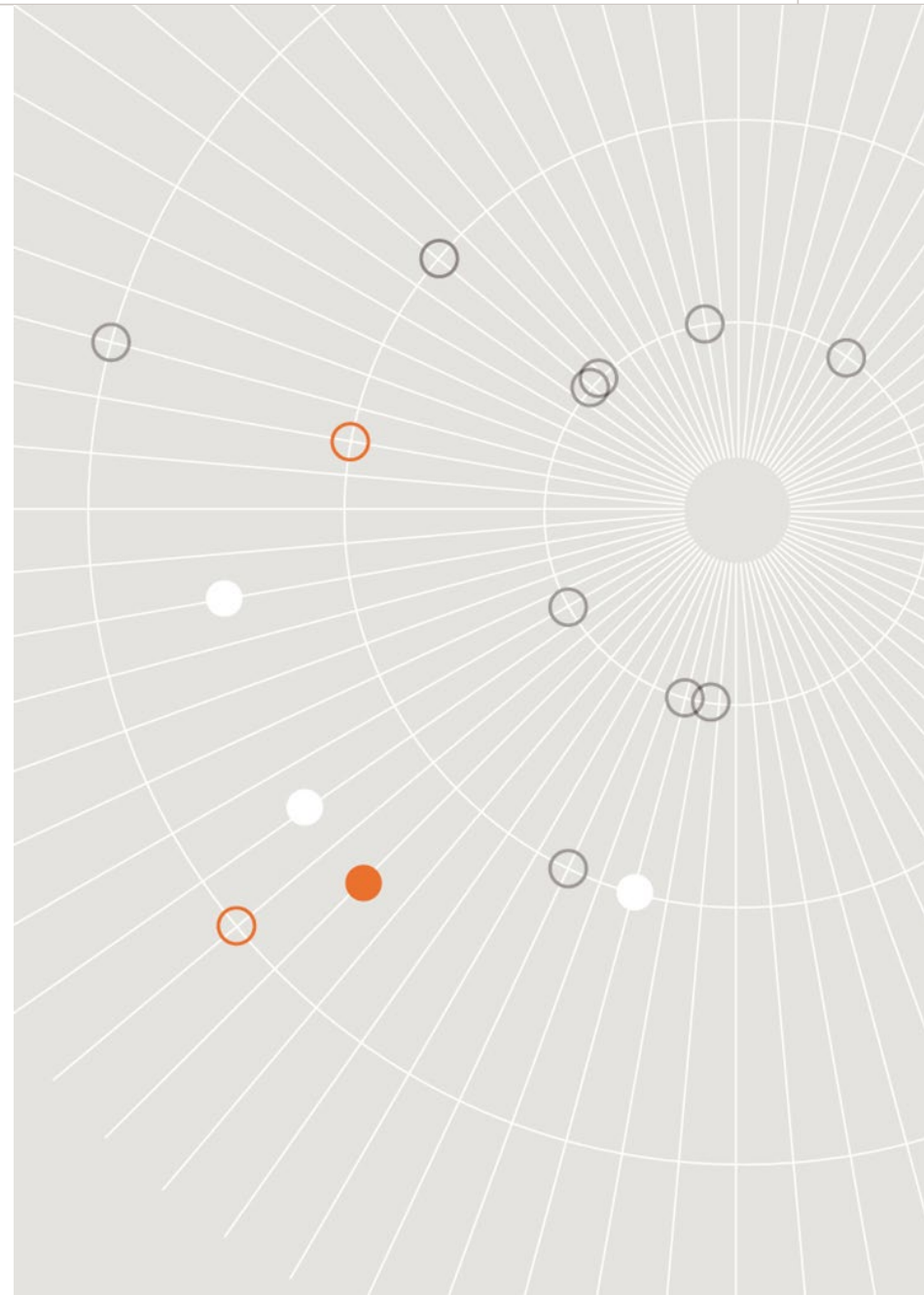


Do you have specific organizations you want to pitch?



Working with organizations:

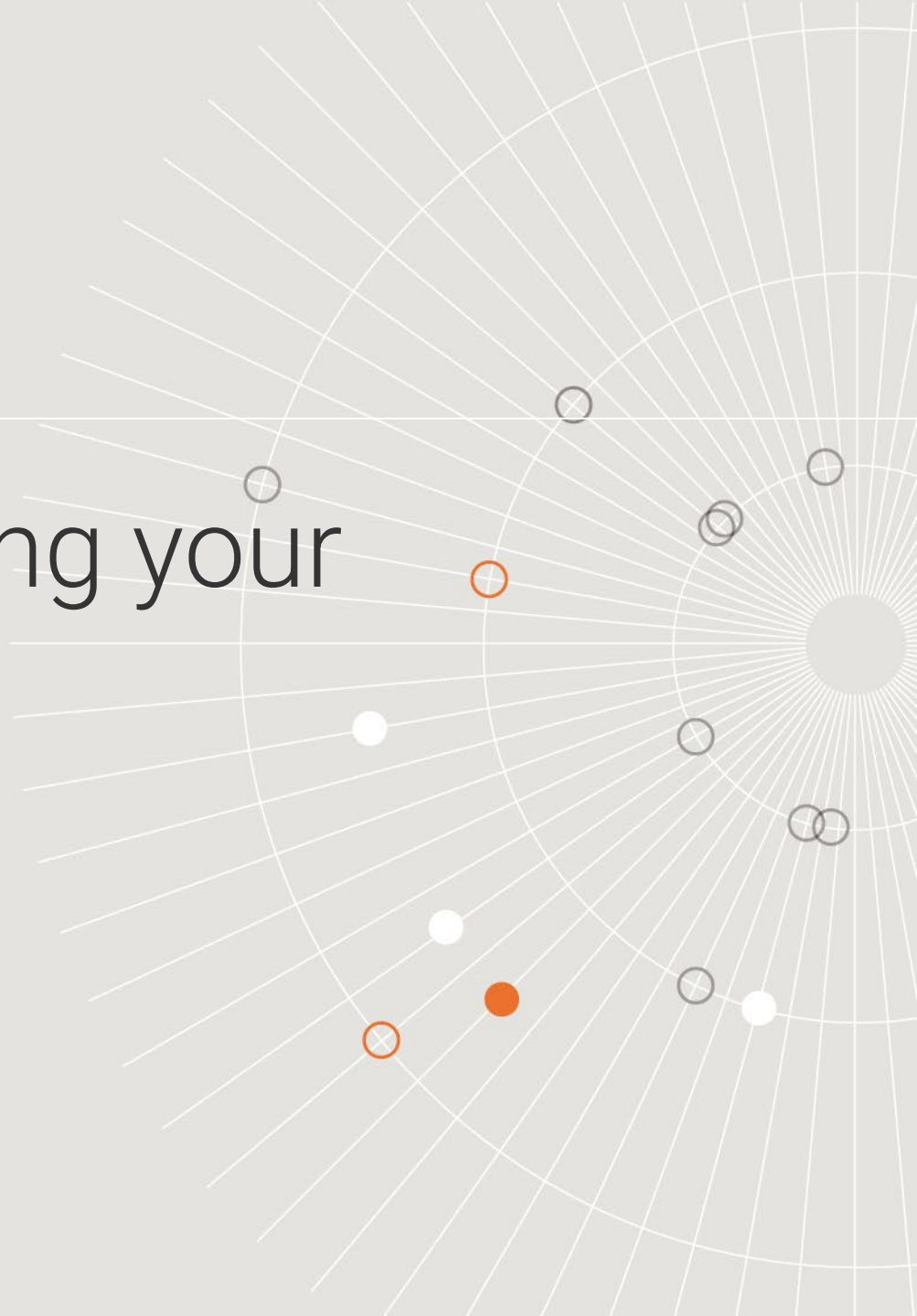
- **Advance notice**
- **Embargo**
- **Formal relationship**



Consider including
crosstabs.



Consider sharing your
datasets.



Share 'real people'.



Consider the role of
editors or directors in
major news
organizations.



Thank you.

Trevor Tompson

Senior Vice President of Public
Affairs & Media Research at NORC
Tompson-trevor@norc.org

Emily Swanson

Director of Public Opinion
Research at The Associated Press
eswanson@ap.com