===

Harris-hired polling upbeat
Bradenton Herald
http://www.bradenton.com/mld/bradenton/news/local/12031304.htm

SNIP

A memo this week to Harris from The Tarrance Group, a Republican polling
and strategic research firm, tells her not to worry about the
double-digit deficit she faces against Nelson. Or the fact that the
electorate is polarized about her candidacy. Or the environment outside
her Congressional district, where the only thing voters seem to know
about her is her involvement in the 2000 presidential election.

SNIP
In an interview Thursday, Harris talked about how prospective voters in
her campaign's polls responded to her when they were told about her
support for measures like the "American Dream Down Payment Act," or on
issues of economic development.

"We've seen some polling involving the things I have done in the past,"
Harris said. "People are really motivated to remember who I really am. I
am reminding them and am going to be having an energizing campaign.
We're going to go to every nook and cranny of the state. I can't wait."

Harris said she's not concerned about the talk of Republican Party
leaders, who have been lukewarm at best about her candidacy.

"We're going to win this one vote at a time," she said. "Once they (the
voters) hear our dreams, people will start to engage. We'll all be
together in the end. I'm fine. I've always been rather independent
regardless of what anyone thinks."

The method of polling that the Harris campaign is using to determine how
receptive voters will be to potential messages has traditionally been
called "push polling," according to Tarrance Group President and Chief
Executive Officer Ed Goeas.

SNIP

But Lance deHaven-Smith, professor of public administration and policy at FSU, said push polling is flawed because it assumes a captive audience in a political vacuum without competing messages.

"Name recognition is the bottom line," deHaven-Smith said. "The other side of course is going to bring out the negative side and challenge those claims and add to negative information."

Push polling is standard practice, he said, but it doesn't show how to get information through barriers that already exist.

"Most people listen to things they agree with and filter out things they disagree with. It's very hard to overcome established opinions," which is what many people have about Harris, deHaven-Smith said.

"It makes a lot more sense when you don't have these negatives," he said.

But Goeas said push polling for Harris produced a 66 percent favorable rating, a big enough margin to make up for those voters who might not budge on what they think about her.
--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
==
Date: Fri, 1 Jul 2005 09:51:04 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Subject: Re: Push polling or what
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@asu.edu
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E5216840F3F83@exchange.local.artscience.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

It certainly doesn't help that one of the most respected campaign pollsters out there, Ed Goeas, evidently has a definition of push polling that is not AAPOR's. On the other hand, maybe the reporter is confused, but it doesn't sound like it. Usually we see "push poll" being thrown around as a negative charge by the opposition. There is none of that here and the clear suggestion is that push polls are what legitimate researchers do. Aye yay yay.

John Nienstedt
john@cerc.net

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SNIP

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.

==
Date: Fri, 1 Jul 2005 15:53:23 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: If you didn't like that Harris poll . . .
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

 =20
Released: July 01, 2005
Coke Is It: Americans Choose Coca Cola over Pepsi by 47% to 28%; 'Real
Thing' Leads Every Demographic; 'Choice of a New Generation' Unpopular
With Younger Consumers - New Zogby Consumer Profile Finding
http://www.zogby.com/news/ReadNews.dbm?ID=3D1008
Or
http://tinyurl.com/7wk9g

As Americans set off for 4th of July barbecues, a poll of cola

preferences finds Coca Cola the overwhelming choice, with Americans preferring it to its chief rival, Pepsi Cola, by a decisive 47% to 28% margin. Another 25% prefer another brand, do not drink pop, or are unsure.

The Zogby Consumer Profile survey of 15,556 adults nationwide was conducted April 5 through May 23, 2005, and has a margin of error of +/-0.8 percentage points.=20

SNIP

The Zogby Consumer Profile has been established by polling firm Zogby International as a survey of what Americans are buying and what really drives their choices. The Zogby Consumer Profile is the basis for a new newsletter, Zogby's American Consumer, about to be launched by Zogby International and pollster John Zogby, as well as a new "business intelligence" service that will allow companies to conduct in-depth market research that will help business leaders identify their ideal consumers.

Zogby International conducted interviews of 15,556 American adults nationwide. All surveys were conducted from servers housed at Zogby International headquarters in Utica, N.Y., from April 5 to May 23, 2005. The margin of error is +/-0.8 percentage points. Margins of error are higher in subgroups.=20

(7/1/2005)=20
    -=20
=20
=20

--=20
Leo G. Simonetta
Research Director
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Baltimore MD 21209

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
===
Date: Sat, 2 Jul 2005 09:59:37 -0400
Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Subject: Methodological Research job opening at Nielsen Media Research
Comments: To: AAPORNET@asu.edu, SRMSNET@LISTSERV.UMD.EDU
Comments: cc: "Feeney, Kelly" <Kelly.Feeney@NielsenMedia.com>,
        "Holden, Rosemary" <Rosemary.Holden@NielsenMedia.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Please pass this posting along to anyone you know who might be
interested. Thanks, PJL
=20

=20
METHODOLOGICAL RESEARCH ANALYST
=20
A fulltime position based in the Oldsmar FL (Tampa area):
=20
This position is responsible for helping to prepare and conduct
moderately to highly complex research projects, many of which address
survey nonresponse. =20

=20

The main objectives of this position are: =20

=20

* Contribute to the initiation of research ideas.

* Assist in the design and planning of research projects.

* Execute data collection and data analysis activities for research
projects.

* Provide cost detail on projects.

* Train associates in procedures used to conduct research projects
=20
Required Qualifications:
=20
* B.S. / B.A in Social Sciences, Marketing Research, Statistics or
equivalent. 2 years experience directly related to research

* Solid knowledge of:

  - Mechanics of research design for telephone, mail, in-person and web
surveys including nonresponse issue and use of incentives

  - Questionnaire construction and flowcharting

  - Sampling methods for various data collection approaches

  - Data analysis (SPSS and/or SAS) including coding and editing of raw
data, tabulation and summary measures for research data

=20

Desired Qualifications:

=20

*General media industry knowledge

*Experience conducting Focus Groups

*Knowledge of project costing procedures

*Spanish Fluency (written and spoken)

=20

Nielsen Media Research is an equal opportunity employer. =20

=20

For more information or to apply to the position, please contact
www.NielsenMedia.com <http://www.NielsenMedia.com> , go to Employment
Opportunities (Non-Field Jobs) and reference Job 200502679-KF.=20

=20

Date: Mon, 4 Jul 2005 10:43:56 +0200
Reply-To: director@zuma-mannheim.de
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Peter Mohler <mohler@ZUMA-MANNHEIM.DE>
Organization: ZUMA Mannheim
Subject: New positions at ZUMA
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

*Dear colleagues, please find below 4 research positions open at ZUMA
in Mannheim Germany. Please feel free to forward this message.
thank you
Peter Mohler
****
*

*ZUMA, The Centre for Survey Research and Methodology *in Mannheim,
Germany invites applications for four openings in the research fields
below. We envisage most positions as 50% BAT IIa appointments, all
initially for a period of two years.

* *

*1.   Cross-national survey implementation: *The successful
applicant will assist in the design and project management of

international studies in which researchers at the European Centre at ZUMA are involved, such as the European Social Survey, the International Social Survey Programme, and other, shorter term, projects. The post will call for your involvement in various stages of survey implementation, including selection and assessment of fieldwork strategies across countries, monitoring fieldwork progress, carrying out quality controls on data collection, developing and monitoring study and data documentation, and questionnaire development, adaptation, and testing.

Applicants should be able to demonstrate their keen interest in quality issues of survey research, since this will be the focus of their position. They should also have had some experience of large-scale, preferably cross-national, survey research. A first degree in a field of clear relevance for survey research is required.

*2.   Cross-cultural questionnaire design, adaptation and translation: *The successful applicant will be expected a) to have or acquire expertise in cross-national questionnaire design and survey translation; b) to work with ZUMA researchers on basic research projects in cross-cultural design, implementation and assessment; b) to contribute consistently to ZUMA consultations and in-house projects on cross-cultural survey implementation; d) to have or acquire a working knowledge of all aspects of the survey process lifecycle.

Applicants should have a degree in linguistics, translation sciences, or survey methodology, native or near-native English (written and spoken), a strong additional language, and a keen interest in empirical social research. Candidates with cross-cultural experience in some field, a strong third language, or experience in survey research will be given preference. A suitable candidate holding a PhD could be considered for a full-time *(100%) BAT IIa *position.

3.   Cross-national sampling: The successful applicant will be expected to a) develop a data base containing information on the sample designs of countries participating in the European Social Survey (www.europeansocialsurvey.com <http://www.europeansocialsurvey.com/>), b) carry out analyses of these data, c) contribute considerably to ZUMA research projects on sampling theory and practice and d) become part of the ZUMA team answering queries from social scientists and other researchers on statistical problems.

Applicants should have a degree in mathematics, statistics, computer sciences or economics (statistics/econometrics). A high degree of competence in at least one computer language and in SPSS and MS-Office is required.

*4.   International research on adult competencies: *The successful applicant will be part of a team developing a study design and instrument to assess adult competencies (acquired skills and knowledge). The study is expected to become part of an international OECD project. During the implementation phase, you will also be involved in managing, coordinating and documenting the project.

Applicants will have a university degree in the social sciences, a

demonstrated interest in survey methodology, and native or near-native German as well as excellent English. Other things being equal, candidates with experience in empirical social research, in competence measurement, or in large-scale (panel) surveys will be given preference.

Successful applicants for all four positions are expected to be or become engaged in a PhD or a similar further qualification. This should be brought to completion or near completion within the two-year period at ZUMA. Strong people and computer skills (MS-Office package minimum), team competence and excellent English are general requirements for the four positions.

*Please send your application package with CV and details of relevant experience to Prof. Peter Ph. Mohler, Director of ZUMA and Head of the European Centre for Cross-Cultural Surveys at ZUMA, P.O. Box 12 21 55, D-68072 Mannheim, Germany or via e-mail to director@zuma-mannheim.de *

Closing date for international applications : July 20, 2005.

ZUMA is one of three institutions funded by the German government at state and federal levels to establish a social science infrastructure for the scientific community. This infrastructure is known as GESIS <http://www.gesis.org/> (Gesellschaft Sozialwissenschaftlicher Infrastruktureinrichtungen). ZUMA's two sister institutions in GESIS are the Central Archive for Empirical Social Research <http://www.gesis.org/ZA/index.htm> (ZA), University of Cologne, and the Social Science Information Centre <http://www.gesis.org/IZ/index.htm> (IZ) in Bonn. GESIS belongs to the 80-institute strong Leibniz Association <http://www.wgl.de/>. ZUMA is also a member of the* *ISSP <http://www.gesis.org/en/data_service/issp/>* *(International Social Survey Programme).

The appointments will be made within the European Centre for Cross-Cultural Surveys <http://www.gesis.org/en/research/eccs/index.htm> at ZUMA. The European Centre is committed to improving the quality of cross-cultural survey methodology. In collaboration with the scientific community, the Centre aims to promote the development and implementation of sustainable good practice for cross-cultural and cross-national research in design, management, monitoring, analysis, reporting, and documentation.

--
Prof. Dr. Peter Ph. Mohler
GESIS Board of Directors
ZUMA Director

Mannheim Germany
P.O.Box 122155

Phone +49-621-1246-172
Fax +49-621-1246-100

e-mail director@zuma-mannheim.de

ZUMA - The Centre for Survey Research and Methodology

Date: Wed, 6 Jul 2005 11:57:18 -0400
Reply-To: Larry Shiman <lshiman@OPINIONDYNAMICS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Larry Shiman <lshiman@OPINIONDYNAMICS.COM>
Subject: Job posting
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

DATA MANAGER POSITION

Opinion Dynamics Corporation, a full service market research firm based =
in Cambridge, MA is looking for a Data Manager. This mid-level team =
member will excel at coordinating data collection activities including =
data tabulation, CATI programming and field operations. This position =
requires providing direction to junior level staff, working with analyst =
staff in determining appropriate methodologies and research strategies, =
and managing complex data sets.

Skills and experience required for this position include:
=B7 Experience cleaning, aggregating, and running test statistics on =
complex datasets in support of sampling and analysis
=B7 Experience coordinating primary research data
=B7 Experience working with statistical packages and relational =
databases including SPSS, Access, SAS, and Excel.
=B7 Experience running various statistical analyses including factor =
analysis, regression, and cluster analysis.

The ideal candidate will have a minimum of 5-7 years experience working =
in market research, can work independently, handle and manage deadlines, =
is detail-oriented, and is a team player.   The candidate also will have =
a pitch-in attitude that is crucial to success in a growing firm.

Opinion Dynamics offers a competitive salary and bonus structure along =
with a matching 401K plan after the first year of employment. We offer =
a casual work environment, are subway accessible, and close to Harvard =
Square. We also have our own telephone interviewing center located in =
Philadelphia, PA.

Check out our Web site at www.opiniondynamics.com. =20

Please send resumes and salary requirements to:
Data Manager Position
Opinion Dynamics Corporation
1030 Massachusetts Avenue

Cambridge, MA 02138
careers@opiniondynamics.com
FAX: 617-497-7944
No phone calls accepted.

==

Date: Wed, 6 Jul 2005 14:18:23 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

The Impeachment Question

By Dan Froomkin
Special to washingtonpost.com
Wednesday, July 6, 2005; 1:24 PM

(requires free registration
http://www.washingtonpost.com/wp-dyn/content/blog/2005/07/06/BL200507060
1211_pf.html
http://tinyurl.com/bxfzw

More than four in 10 Americans, according to a recent Zogby poll, say
that if President Bush did not tell the truth about his reasons for
going to war with Iraq, Congress should consider holding him accountable
through impeachment.

But you wouldn't know it from following the news. Only three mainstream
outlets that I can find made even cursory mention of the poll last week
when it came out.

You also wouldn't know it judging from the political discourse in
Washington, but that makes a little more sense. After all, impeachment
is for all practical purposes a political act, not a legal one. So with
a Republican-controlled Congress that doesn't even like to perform basic
White House oversight, it's basically a moot point.

Nevertheless, could there by anything that 42 percent of Americans agree
on that the media cares about so little?

SNIP

The Poll

The impeachment question was part of a Zogby International poll conducted early last week, and released on Thursday.

It found that Bush's job approval ratings had slipped a point from the previous week, to 43 percent.

But the jaw-dropper was that 42 percent said they would favor impeachment proceedings if it is found that the president misled the nation about his reasons for going to war with Iraq.

Zogby noted: "While half (50%) of respondents do not hold this view, supporters of impeachment outweigh opponents in some parts of the country.

"Among those living in the Western states, a 52% majority favors Congress using the impeachment mechanism while just 41% are opposed; in Eastern states, 49% are in favor and 45% opposed. In the South, meanwhile, impeachment is opposed by three-in-five voters (60%) and supported by just one-in-three (34%); in the Central/Great Lakes region, 52% are opposed and 38% in favor. . . .

Pollingreport.com offers the results broken down by party. Among Democrats, 59 percent answered the impeachment question affirmatively -- as well as 25 percent of Republicans.

Shailagh Murray of The Washington Post made the poll results the third item in the paper's Sunday politics column: "Even the pollster couldn't believe his eyes. 'It was much higher than I expected,' John Zogby said of the 42 percent. . . .

"By comparison, in October 1998, as the House moved to impeach President Bill Clinton over the Monica S. Lewinsky scandal, a Zogby poll found that 39 percent of voters supported the House action, while 56 percent opposed it. . . .

SNIP

Google news (searching for Zogby & impeachment) finds 22 stories mostly from partisan sources.

Here is the Zogby press release:

http://www.zogby.com/news/ReadNews.dbm?ID=3D1007
Or
http://tinyurl.com/74ysc

And according to the methodology section it is a telephone poll of likely voters.

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

==

Date: Wed, 6 Jul 2005 15:33:01 -0400
Reply-To: Jane Dockery <jane.dockery@WRIGHT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jane Dockery <jane.dockery@WRIGHT.EDU>
Organization: Wright State University
Subject: Web-based Incentive Program Company
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

I'm looking for US-based companies that provide an incentive package
service to reward survey participants similar to the one suggested by a
fellow AAPOR member (see an example at the site below).
http://www.hsgv.co.uk/index_corporate.htm

Thank you,
Jane

==

Date: Wed, 6 Jul 2005 17:38:38 -0400
Reply-To: Frank Rusciano <rusciano@RIDER.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Frank Rusciano <rusciano@RIDER.EDU>
Subject: Re: Zogby poll on Impeachment
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E5216840F40C5@exchange.local.artscience.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Just as an observation, despite any poll results that might suggest
there would be support for Bush to be impeached if the misled the nation

into war, it is unlikely that would occur, for both political and legal
reasons. First, members of Congress are reluctant to impeach a
President for a foreign policy decision. I recall that during the
impeachment hearings on Nixon, one of the charges where they had him
dead to rights was on a violation of the War Powers Act for not
informing Congress when he launched secret bombings of Cambodia and
Laos. Note that even the national security argument for keeping it
secret wasn't valid-- the Cambodians and Laotians, and the enemy, knew
the bombings were occurring; they were just kept secret from the
American people. Anyway, after a strong defense by a Congressman named
Sandman (who declared "Look at this, they're trying to impeach the
President for ending the Vietnam War!"), the committee did not recommend
impeachment on this charge. Of course, one could add that the
impeachment proceedings were really about Watergate, and the committee
felt they had Nixon on those charges and did not want to muddy the
waters, but it still illustrates the reluctance of Congress to question
the President even in cases where there appears to be clear illegality.
(Recall also that virtually no one seriously considered impeachment
during the Iran-Contra affair).

Secondly, on the legal front, one has to recall the wording of a
resolution passed on September 14, 2001 by the United States Congress,
giving the President the power to strike back at terrorist threats. I
quote the relevance passage below:

>   Authorization for Use of Military Force (Considered and Passed by
>   Senate)
>
>   SJ 23 CPS
>
>   107th CONGRESS
>
>   1st Session
>
>   S. J. RES. 23
>
>   To authorize the use of United States Armed Forces against those
>   responsible for the recent attacks launched against the United
>   States.
>
>   IN THE SENATE OF THE UNITED STATES
>
>
>   September 14, 2001
>
>
>   JOINT RESOLUTION
>
>
>
>   SECTION 1. SHORT TITLE.
>
>
>

> This joint resolution may be cited as the `Authorization for Use
> of Military Force'.
>
>
>   SEC. 2. AUTHORIZATION FOR USE OF UNITED STATES ARMED FORCES.
>
>
>
>
>
>
> (a) That the President is authorized to use all necessary and
> appropriate force against those nations, organizations, or persons
> he determines planned, authorized, committed, or aided the
> terrorist attacks that occurred on September 11, 2001, or harbored
> such organizations or persons, in order to prevent any future acts
> of international terrorism against the United States by such
> nations, organizations or persons.
>
>
>
> (b) War Powers Resolution Requirements-
>
>
>
> (1) SPECIFIC STATUTORY AUTHORIZATION- Consistent with section
> 8(a)(1) of the War Powers Resolution, the Congress declares that
> this section is intended to constitute specific statutory
> authorization within the meaning of section 5(b) of the War Powers
> Resolution.
>
>
>
> (2) APPLICABILITY OF OTHER REQUIREMENTS- Nothing in this
> resolution supercedes any requirement of the War Powers Resolution.
>

The key phrase here is "he determines"-- it does not state the
President has to be right. If "he determines" that Iraq helped plan
the 9/11 attacks or harbored terrorists, this resolution allows him
to use military force against them.

This resolution is considerably more far-reaching than the Gulf of
Tonkin Resolution that got us into Vietnam (that only included
nations in Southeast Asia where we had treaty agreements). Also,
the War Powers Act has no relevance here. Legally, the President
did not even have to consult Congress to go to war; that was a
"courtesy" that gave the administration political cover.

I don't see how impeachment is possible under these circumstances,
but others may disagree.

Frank Rusciano

Leo Simonetta wrote:

>The Impeachment Question
>
>By Dan Froomkin
>Special to washingtonpost.com
>Wednesday, July 6, 2005; 1:24 PM
>
>(requires free registration
>http://www.washingtonpost.com/wp-dyn/content/blog/2005/07/06/BL200507060
>1211_pf.html
>http://tinyurl.com/bxfzw
>
>
>More than four in 10 Americans, according to a recent Zogby poll, say
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>
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>But the jaw-dropper was that 42 percent said they would favor
>impeachment proceedings if it is found that the president misled the
>nation about his reasons for going to war with Iraq.
>
>Zogby noted: "While half (50%) of respondents do not hold this view,
>supporters of impeachment outweigh opponents in some parts of the
>country.
>
>"Among those living in the Western states, a 52% majority favors
>Congress using the impeachment mechanism while just 41% are opposed; in
>Eastern states, 49% are in favor and 45% opposed. In the South,
>meanwhile, impeachment is opposed by three-in-five voters (60%) and

>supported by just one-in-three (34%); in the Central/Great Lakes region,
>52% are opposed and 38% in favor. . . .
>
>Pollingreport.com offers the results broken down by party. Among
>Democrats, 59 percent answered the impeachment question affirmatively --
>as well as 25 percent of Republicans.
>
>Shailagh Murray of The Washington Post made the poll results the third
>item in the paper's Sunday politics column: "Even the pollster couldn't
>believe his eyes. 'It was much higher than I expected,' John Zogby said
>of the 42 percent. . . .
>
>"By comparison, in October 1998, as the House moved to impeach President
>Bill Clinton over the Monica S. Lewinsky scandal, a Zogby poll found
>that 39 percent of voters supported the House action, while 56 percent
>opposed it. . . .
>
>SNIP
>
>
>--
>
>Google news (searching for Zogby & impeachment) finds 22 stories mostly
>from partisan sources.
>
>Here is the Zogby press release:
>
>http://www.zogby.com/news/ReadNews.dbm?ID=1007
>Or
>http://tinyurl.com/74ysc
>
>And according to the methodology section it is a telephone poll of
>likely voters.
>
>
>
>
>

==

Frank Rusciano wrote:

>   I don't see how impeachment is possible under these circumstances,
>   but others may disagree.

It's not likely, of course, but doesn't that 43% response suggest a
lot of hostility, actual and/or potential, towards the pres?
--

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA
voice +1-212-219-0010
fax   +1-212-219-0098
cell   +1-917-865-2813
email   <mailto:dhenwood@panix.com>
web   <http://www.leftbusinessobserver.com>
podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

==

What were the numbers on Nixon in July of 1973?

Of course, there was a very different majority in Congress...

Ken Sherrill

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood
Sent: Wednesday, July 06, 2005 9:09 PM
To: AAPORNET@asu.edu
Subject: Re: Zogby poll on Impeachment

Frank Rusciano wrote:

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podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

==

Date: Wed, 6 Jul 2005 21:27:59 -0400
Reply-To: Steve Everett <steve@EVERETTGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Everett <steve@EVERETTGROUP.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
In-Reply-To: <p06210215bef230ff544d@[192.168.0.28]>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Frank Rusciano wrote:

> I don't see how impeachment is possible under these circumstances,
> but others may disagree.

And Doug Henwood wrote:

It's not likely, of course, but doesn't that 43% response suggest a
lot of hostility, actual and/or potential, towards the pres?

I wonder how many of those "hostile" respondents stopped to consider, before answering the question, that a successful impeachment of George W. Bush would give the country President Dick Cheney? I'm guessing many of those ready to show Bush the door wouldn't care much for that outcome...

No getting around it -- impeachments are messy!

Steve Everett
The Everett Group
Crofton, MD

===

I think the real issue is not whether Congress would support impeachment proceedings, but rather that a relatively large fraction of the American people would even consider that as a possible option, however far out. It's just another indicator of their (a relatively large percentage) dissatisfaction with the way he is running things.

At 05:38 PM 7/6/2005, you wrote:

>Just as an observation, despite any poll results that might suggest there
>would be support for Bush to be impeached if the misled the nation into
>war, it is unlikely that would occur, for both political and legal
>reasons. First, members of Congress are reluctant to impeach a President
>for a foreign policy decision. I recall that during the impeachment
>hearings on Nixon, one of the charges where they had him dead to rights
>was on a violation of the War Powers Act for not informing Congress when
>he launched secret bombings of Cambodia and Laos. Note that even the
>national security argument for keeping it secret wasn't valid-- the
>Cambodians and Laotians, and the enemy, knew the bombings were occurring;
>they were just kept secret from the American people. Anyway, after a
>strong defense by a Congressman named Sandman (who declared "Look at this,

>they're trying to impeach the President for ending the Vietnam War!"), the
>committee did not recommend impeachment on this charge. Of course, one
>could add that the impeachment proceedings were really about Watergate,
>and the committee felt they had Nixon on those charges and did not want to
>muddy the waters, but it still illustrates the reluctance of Congress to
>question the President even in cases where there appears to be clear
>illegality.
>(Recall also that virtually no one seriously considered impeachment during
>the Iran-Contra affair).
>
>Secondly, on the legal front, one has to recall the wording of a
>resolution passed on September 14, 2001 by the United States Congress,
>giving the President the power to strike back at terrorist threats. I
>quote the relevance passage below:
>
>>   Authorization for Use of Military Force (Considered and Passed by
>>   Senate)
>>
>>   SJ 23 CPS
>>
>>   107th CONGRESS
>>
>>   1st Session
>>
>>   S. J. RES. 23
>>
>>   To authorize the use of United States Armed Forces against those
>>   responsible for the recent attacks launched against the United
>>   States.
>>
>>   IN THE SENATE OF THE UNITED STATES
>>
>>
>>   September 14, 2001
>>
>>
>>   JOINT RESOLUTION
>>
>>
>>
>>   SECTION 1. SHORT TITLE.
>>
>>
>>
>>   This joint resolution may be cited as the `Authorization for Use
>>   of Military Force'.
>>
>>
>>   SEC. 2. AUTHORIZATION FOR USE OF UNITED STATES ARMED FORCES.
>>
>>
>>
>>
>>

>>   (a) That the President is authorized to use all necessary and
>>   appropriate force against those nations, organizations, or persons
>>   he determines planned, authorized, committed, or aided the
>>   terrorist attacks that occurred on September 11, 2001, or harbored
>>   such organizations or persons, in order to prevent any future acts
>>   of international terrorism against the United States by such
>>   nations, organizations or persons.
>>
>>
>>
>>   (b) War Powers Resolution Requirements-
>>
>>
>>
>>   (1) SPECIFIC STATUTORY AUTHORIZATION- Consistent with section
>>   8(a)(1) of the War Powers Resolution, the Congress declares that
>>   this section is intended to constitute specific statutory
>>   authorization within the meaning of section 5(b) of the War Powers
>>   Resolution.
>>
>>
>>
>>   (2) APPLICABILITY OF OTHER REQUIREMENTS- Nothing in this
>>   resolution supercedes any requirement of the War Powers Resolution.
>
>   The key phrase here is "he determines"-- it does not state the
>   President has to be right. If "he determines" that Iraq helped plan
>   the 9/11 attacks or harbored terrorists, this resolution allows him
>   to use military force against them.
>
>   This resolution is considerably more far-reaching than the Gulf of
>   Tonkin Resolution that got us into Vietnam (that only included
>   nations in Southeast Asia where we had treaty agreements). Also,
>   the War Powers Act has no relevance here. Legally, the President
>   did not even have to consult Congress to go to war; that was a
>   "courtesy" that gave the administration political cover.
>
>   I don't see how impeachment is possible under these circumstances,
>   but others may disagree.
>
>   Frank Rusciano
>
>
>Leo Simonetta wrote:
>
>>The Impeachment Question
>>
>>By Dan Froomkin
>>Special to washingtonpost.com
>>Wednesday, July 6, 2005; 1:24 PM
>>
>>(requires free registration
>>http://www.washingtonpost.com/wp-dyn/content/blog/2005/07/06/BL200507060
>>1211_pf.html

>>http://tinyurl.com/bxfzw
>>
>>
>>More than four in 10 Americans, according to a recent Zogby poll, say
>>that if President Bush did not tell the truth about his reasons for
>>going to war with Iraq, Congress should consider holding him accountable
>>through impeachment.
>>
>>But you wouldn't know it from following the news. Only three mainstream
>>outlets that I can find made even cursory mention of the poll last week
>>when it came out.
>>
>>You also wouldn't know it judging from the political discourse in
>>Washington, but that makes a little more sense. After all, impeachment
>>is for all practical purposes a political act, not a legal one. So with
>>a Republican-controlled Congress that doesn't even like to perform basic
>>White House oversight, it's basically a moot point.
>>
>>Nevertheless, could there by anything that 42 percent of Americans agree
>>on that the media cares about so little?
>>
>>SNIP
>>
>>The Poll
>>
>>The impeachment question was part of a Zogby International poll
>>conducted early last week, and released on Thursday.
>>
>>It found that Bush's job approval ratings had slipped a point from the
>>previous week, to 43 percent.
>>
>>But the jaw-dropper was that 42 percent said they would favor
>>impeachment proceedings if it is found that the president misled the
>>nation about his reasons for going to war with Iraq.
>>
>>Zogby noted: "While half (50%) of respondents do not hold this view,
>>supporters of impeachment outweigh opponents in some parts of the
>>country.
>>
>>"Among those living in the Western states, a 52% majority favors
>>Congress using the impeachment mechanism while just 41% are opposed; in
>>Eastern states, 49% are in favor and 45% opposed. In the South,
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>>Shailagh Murray of The Washington Post made the poll results the third
>>item in the paper's Sunday politics column: "Even the pollster couldn't
>>believe his eyes. 'It was much higher than I expected,' John Zogby said
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>>"By comparison, in October 1998, as the House moved to impeach President
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>>
>>Google news (searching for Zogby & impeachment) finds 22 stories mostly
>>from partisan sources.
>>
>>Here is the Zogby press release:
>>
>>http://www.zogby.com/news/ReadNews.dbm?ID=1007
>>Or
>>http://tinyurl.com/74ysc
>>
>>And according to the methodology section it is a telephone poll of
>>likely voters.
>>
>>
>>
>>
>
>--
>Archives: http://lists.asu.edu/archives/aapornet.html
>Vacation hold? Send email to listserv@asu.edu with this text:
>set aapornet nomail
>On your return send this: set aapornet mail

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
==
Date: Thu, 7 Jul 2005 06:56:44 -0500
Reply-To: "Newport, Frank" <Frank_Newport@GALLUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Newport, Frank" <Frank_Newport@GALLUP.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: Ken Sherrill <ken@KENSHERRILL.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

=20
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very strong, non-conditional way:

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the presidency, or not?"

Yes: 24%;   No: 62%; No Opinion: 14%.

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Favor: 46%; Oppose: 46%; No Opinion: 8%.

It's worth noting the exact question wording (as taken from =
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holding him accountable through impeachment?"

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=20
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"...if..." and 2) the action step clause is softened "...should =
consider...", makes this question arguably resemble more the Clinton =
January 1998 question than the Nixon 1973 question. Note also that the =
Gallup questions are national adults; the Zogby question is of "likely =
voters".=20

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ken Sherrill
Sent: Wednesday, July 06, 2005 9:15 PM
To: AAPORNET@asu.edu
Subject: Re: Zogby poll on Impeachment

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Of course, there was a very different majority in Congress...

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email   <mailto:dhenwood@panix.com>
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----
download my book Wall Street (for free!) at =
<http://www.wallstreetthebook.com>

===
Date: Thu, 7 Jul 2005 06:02:00 -0700
Reply-To: Harry Heller <hheller@RCASITE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Harry Heller <hheller@RCASITE.COM>
Subject: CMOR Respondent Cooperation Workshop
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

Just a reminder that in Mid July the early registration discount will end
for the CMOR (Council of Marketing and Opinion Research) Workshop on
Respondent Cooperation.

This conference, to be held in Washington D.C. from September 7th =96 9th,
will be devoted to techniques and research aimed at increasing respondent
cooperation. Three areas will be part of the program:

1. Training our Interviewers:

Increasingly we are finding that the most immediate way of increasing
respondent cooperation is through interviewer training. We will be
introducing three new training modules. This is an opportunity for each
company to train the trainers of your interviewers.

=B7 Refusal Rebuttals
=B7 Voice Control
=B7 Supervisors and Communication Styles

2. Updating our knowledge of how to increase cooperation rates.

We will hear from:

=B7 A panel covering how to increase cooperation among minorities.
=B7 Speakers giving their experience in how to increase cooperation in
polling, on-line, telephone, etc.
=B7 Sharing, networking and discussions about latest cooperation practices.
=B7 New techniques in training supervisors.
=B7 The challenges of sampling portability.
=B7 A summary of the major studies CMOR has presented that increase cooperat=
ion.

3. Improving the visibility of the legitimate research industry so that the
public knows what the difference is between the real and the phony.

=B7 We=92ll be updating the industry on the progress of the Industry Identif=
ier
study and the PR program.
=B7 We hope to be able to report on an industry-wide survey we are doing to
measure the potential participating in the Industry Identifier program.

The CMOR Respondent Cooperation Program, which I direct, is the only major
industry-wide funded program aimed at reversing the declining cooperation ra=
tes.

The program and registration materials can be accessed at www.cmor.org under=

the conference name =96 PROTECTING OUR ASSETS.

Harry E. Heller, Ph.D.
Director of Respondent Cooperation
CMOR (Council for Marketing and Opinion Research)
hheller@cmor.org

From: "Lessler, Judith T." <lessler@RTI.ORG>
Subject: unsubscribe
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

=20

=20

Judith T. Lessler, PhD

Vice President

Partnerships for Genomics and Molecular Epidemiolgy

RTI International=20

PO Box 12194

Research Triangle Park, NC 27709

lessler@rti.org

919-541-6631

=20

=20

===
Date: Thu, 7 Jul 2005 09:11:01 -0400
Reply-To: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=Windows-1252
Content-transfer-encoding: quoted-printable

Frank Newport makes an important point regarding the conditionality of =
the Zogby Poll impeachment question: "...if President Bush did not tell =
the truth about ..." One can tell the truth but be mistaken about the =
facts; that is not the same, to me, as "Bush lied." I'm afraid that I =
could routinely be accused of having lied, because surely there are =
times that I do not have the facts straight but believe that I do. In =
such circumstances, I would consider myself to be wrong but not to have =

lied. If Bush knew the correct facts but lied about them, then I too =
would support an inquiry into impeachment.

I don't know the implications for comparison to the Nixon and Clinton =
impeachment polls of the "soft" wording ("...should consider holding him =
accountable through impeachment") or of the restriction of the sample to =
likely voters. The first would seem likely to boost the proportion of =
the population agreeing with the statement (as with the Clinton-Nixon =
comparison), but the sample restriction might imply a larger proportion =
of Republicans in the sample than in a sample of "national adults."

It would be interesting to ask a sample of national adults a variation =
of the Nixon question: "Assuming that President Bush lied about the =
reasons for going to war in Iraq, do you think he should be impeached =
and compelled to leave the presidency, or not?"

-----Original Message-----
From: AAPORNET on behalf of Newport, Frank
Sent: Thu 7/7/2005 7:56 AM
To: AAPORNET@asu.edu
Cc:=09
Subject: Re: Zogby poll on Impeachment
=20
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==

The 1973 question is the worst of the three examples. It is analogous to =
saying, "Do you feel the accused should be tried and sent to jail?" The =
outcome of the process (impeachment, trial) is presumed in the question =
concept. To impeach means to bring an accusation against, nothing more. =
While Zogby's question uses a conditional premise of a form that is =
unpopular because of misuse ("Do you feel that if Candidate X beats his =
wife . . .") in his case the premise is familiar, plausible and =
relevant.=20

James P. Murphy, Ph.D.
J.P. MURPHY & COMPANY
Post Office Box 80484
Valley Forge, PA 19484-0484
(610) 408-8800
www.jpmurphy.com
jpmurphy@jpmurphy.com

----- Original Message -----=20
From: "Newport, Frank" <Frank_Newport@GALLUP.COM>
To: <AAPORNET@asu.edu>
Sent: Thursday, July 07, 2005 7:56 AM
Subject: Re: Zogby poll on Impeachment

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podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at =
<http://www.wallstreetthebook.com>

==
Date: Thu, 7 Jul 2005 10:09:31 -0500
Reply-To: Michael Pigott Koger Sr <koger002@BAMA.UA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Pigott Koger Sr <koger002@BAMA.UA.EDU>
Subject: Tobacco survey
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: 7bit

I am seeking some existing tobacco survey instruments which assess
attitudes, beliefs, behavior and intentions of smokers. I plan to use
the survey in rural Alabama and view smoking as a risk factor for
coronary heart disease.

If you know of any instruments, please e-mail me koger002@bama.ua.edu

Michael Koger, Sr., MD

===
Date: Thu, 7 Jul 2005 10:35:31 -0500
Reply-To: Pam Wells <pwells@DIR-ONLINE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Pam Wells <pwells@DIR-ONLINE.COM>
Subject: Research on Youth Incentives
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I am seeking research on types of incentives and incentive values that have
been successful in surveying disadvantaged youth between the ages of 16 and
18. Can anyone direct me to a resource or share your experience working
with this population.

Pam Wells

Vice-President, Director of Survey Operations

Decision Information Resources, Inc.

2600 SW Freeway, Suite 900

Houston, Texas 77098

713.650.1425

713.650.1576 fax

www.dir-online.com

===
Date: Thu, 7 Jul 2005 11:47:22 -0400
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Subject: Re: Zogby poll on Impeachment
Comments: To: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>,
AAPORNET@asu.edu
In-Reply-To: <D5E378A9E781D44482EFB50B5A836CFF06CA58@EXCHANGEB.mgmt.ad.u
         conn.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"; format=flowed
Content-transfer-encoding: quoted-printable

I don't think Richard's question is like the 1973 Gallup question. Gallup=20
had no reason for the impeachment; Richard does.

More to the point, I don't think polls for public consumption should ask=20
about impeachment of the President unless the subject already has been in=20
the news. There has been no public call to impeach Bush, certainly not in=20
any main stream news report. When the subject is introduced out of the blue=
=20
in a poll the poll is making news. News-based polls should investigate=20
public opinion about subjects that already public. I think an impeachment=20
question about Bush is out of place at the present time.
warren mitofsky

At 09:11 AM 7/7/2005, Rockwell, Richard wrote:
>Frank Newport makes an important point regarding the conditionality of the=
=20
>Zogby Poll impeachment question: "...if President Bush did not tell the=20
>truth about ..." One can tell the truth but be mistaken about the facts;=
=20
>that is not the same, to me, as "Bush lied." I'm afraid that I could=20
>routinely be accused of having lied, because surely there are times that I=
=20
>do not have the facts straight but believe that I do. In such=20
>circumstances, I would consider myself to be wrong but not to have=20
>lied. If Bush knew the correct facts but lied about them, then I too=20
>would support an inquiry into impeachment.
>
>I don't know the implications for comparison to the Nixon and Clinton=20
>impeachment polls of the "soft" wording ("...should consider holding him=20
>accountable through impeachment") or of the restriction of the sample to=20
>likely voters. The first would seem likely to boost the proportion of the=
=20
>population agreeing with the statement (as with the Clinton-Nixon=20
>comparison), but the sample restriction might imply a larger proportion of=
=20
>Republicans in the sample than in a sample of "national adults."
>
>It would be interesting to ask a sample of national adults a variation of=
=20
>the Nixon question: "Assuming that President Bush lied about the reasons=20
>for going to war in Iraq, do you think he should be impeached and=20
>compelled to leave the presidency, or not?"
>
>

>-----Original Message-----
>From: AAPORNET on behalf of Newport, Frank
>Sent: Thu 7/7/2005 7:56 AM
>To: AAPORNET@asu.edu
>Cc:
>Subject: Re: Zogby poll on Impeachment
>
>In July 1973, a Gallup Poll question asked about impeachment in this very=
=20
>strong, non-conditional way:
>
>"Do you think President Nixon should be impeached and compelled to leave=20
>the presidency, or not?"
>
>Yes: 24%;   No: 62%; No Opinion: 14%.
>
>In January 1998, Gallup asked a more conditional question about President=
=20
>Clinton:
>
>"If you were convinced that Bill Clinton lied under oath or participated=20
>in attempts to get the woman to lie under oath, would you favor or oppose=
=20
>an effort to impeach Clinton and remove him from office?"
>
>Favor: 46%; Oppose: 46%; No Opinion: 8%.
>
>It's worth noting the exact question wording (as taken from=20
>pollingreport.com) of the current question asked by the Zogby firm:
>
>Zogby America Poll. June 27-29, 2005. N=3D905 likely voters nationwide. MoE=
=20
>=B1 3.3 (for all likely voters).
>
>"Do you agree or disagree that if President Bush did not tell the truth=20
>about his reasons for going to war with Iraq, Congress should consider=20
>holding him accountable through impeachment?"
>
>Agree: 42%; Disagree: 50%; Unsure: 8%.
>
> In terms of comparisons, the fact that: 1) the wording is conditional=20
> "...if..." and 2) the action step clause is softened "...should=20
> consider...", makes this question arguably resemble more the Clinton=20
> January 1998 question than the Nixon 1973 question. Note also that the=20
> Gallup questions are national adults; the Zogby question is of "likely=20
> voters".
>
>--
>AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
>Archives: http://lists.asu.edu/archives/aapornet.html .
>Please ask authors before quoting outside AAPORNET.

==

Date: Thu, 7 Jul 2005 12:03:36 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
In-Reply-To: <6.2.1.2.2.20050707114126.03463298@pop.mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

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kind of democracy is it where we have to take cues from the powerful
on what's appropriate to talk about?
--

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA
voice +1-212-219-0010
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cell   +1-917-865-2813
email   <mailto:dhenwood@panix.com>
web   <http://www.leftbusinessobserver.com>
podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

==

Date: Thu, 7 Jul 2005 11:14:07 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Public Opinion Pros
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"

Content-transfer-encoding: quoted-printable

Dear AAPOR members -

For those of you who are interested, the July issue of Public Opinion
Pros is now available at our website. An overview of the contents of
this month's issue is accessible to nonsubscribers at=20

http://www.publicopinionpros.com/from_editor/2005/july/editor.asp
<http://www.publicopinionpros.com/from_editor/2005/july/editor.asp>=20

Author guidelines can also be freely accessed from our homepage at

www.PublicOpinionPros.com <outbind://92/www.PublicOpinionPros.com>=20

As always, we are seeking manuscripts and proposals for magazine-style
articles on subjects relating to public opinion and polling. Please send
your queries directly to me at editor@PublicOpinionPros.com.=20

Thank you for your interest in POP. I look forward to hearing from you.

Best wishes -

Lisa

Lisa Ferraro Parmelee, Ph.D.

Manager, LFP Editorial Enterprises, LLC

Editor, Public Opinion Pros

www.PublicOpinionPros.com <outbind://92/www.PublicOpinionPros.com>=20

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Archives: http://lists.asu.edu/archives/aapornet.html .
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===
Date: Thu, 7 Jul 2005 14:21:50 -0400
Reply-To: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Subject: Re: Zogby poll on Impeachment
Comments: To: Doug Henwood <dhenwood@PANIX.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

This is a really important and difficult issue for public pollsters. I
think both Warren and Doug are right.

I agree with Warren that the credibility of public polling organizations
like the Pew Research Center (including Gallup/CNN/USAT, LAT, NYT/CBS,

WP/ABC, NBC/WSJ, etc.) depends in part on our not being seen as
advocates. I think that the Zogby hypothetical question is too
disconnected from any current process or plausible scenario in the near
future, and thus seems to be designed just to generate news.

But Doug is right that the political system has a built-in bias, and we
pollsters run the risk of simply mirroring this bias if we only take
items on the active policy agenda as fair game for polling. The
political scientists on this list will remember E.E. Schattschneider's
axiom that "the outcome of every conflict is determined by the extent to
which the audience becomes involved in it" -- that one party in the
conflict usually seeks to limit its scope by keeping the issue off the
agenda. The party in power controls the agenda, and the more power they
have they more they are able to control what issues they have to face.

Part of the challenge -- and the fun -- of doing public polls is finding
an appropriate balance. At one extreme we simply become another
political player with an agenda (who elected us?), while at the other we
are led around by whoever happens to be in control of the government at
the time. I'd be interested in others' thoughts on how they try to
strike the right balance.

Scott Keeter
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Personal fax 206 600 5448
E-mail skeeter@pewresearch.org
Web site http://pollcats.net

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood
Sent: Thursday, July 07, 2005 12:04 PM
To: AAPORNET@asu.edu
Subject: Re: Zogby poll on Impeachment

Warren Mitofsky wrote:

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on what's appropriate to talk about?
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web   <http://www.leftbusinessobserver.com>
podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

==

Date: Thu, 7 Jul 2005 11:37:44 -0700
Reply-To: Kurt Lang <lang@u.washington.edu>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Kurt Lang <lang@U.WASHINGTON.EDU>
Subject: Zogby Poll on Impeachment
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: quoted-printable

I can't resist adding my two cents to this discussion. In Chapter 6 of =
The Battle for Public Opinion (also in POQ article) authored by Gladys =
and myself, we review poll findings on Nixon's "impeachment." Here is =
one relevant observation:=20

"That different polls give different readings of public opinion at any =
given time is probably less surprising and less serious than the =
different readings of trends over time, as shown in our table. The April =
and June 1974 Gallup rsponses suggest a decline in peachment sentiment, =
albeit of only two points and possibly due to sampling error, but the =
harris Poll recorded a 10-point rise during the same period" (p. 129).

This happened while the issue was highly salient.

Kurt Lang
Prof. emeritus, Univ. Washington
Home: 1249 20th Ave E.
        Seattle, WA 98112-3530
Tel. (206) 325-4569
Fax (at UW) (206) 543-2516=

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==
Date: Thu, 7 Jul 2005 14:55:26 -0400
Reply-To: Howard Schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Schuman <hschuman@UMICH.EDU>
Subject: Re: Zogby poll on Impeachment
Comments: To: aapor <aapornet@asu.edu>
In-Reply-To: <43643BA0F7421540AD17281BF6072A90131265@exchange-prc-
dc.pew.pewtrusts.org>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

I agree with Scott Keeter in agreeing with both sides on the impeachment
question. Its conditional nature gives it an aspect of a push-poll
question, which is troubling. A little like a question that might
start: "If the Senate Democrats are blocking judicial nominations
without good reason, would you...."

However, in response to Warren's concern, see Taeku Lee's 2002 book,
Mobilizing Public Opinion, which suggests that the polls missed the
early phase of the civil rights revolution because they stayed too close
to mainstream media issues (and at that time to the concerns of the
white population). I reviewed the book in POQ 2003 pp. pp. 662-665, and
a quick summary of Lee's main point can be found there.

As Scott says, this is not an easy problem and developing questions
needs much thought. It might be better to ask, at least initially,
whether respondents believe the president did or did not tell the truth
on the issue, and explore that further.   Howard

Scott Keeter wrote:
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> Voice 202 419 4362
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> E-mail skeeter@pewresearch.org
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>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood
> Sent: Thursday, July 07, 2005 12:04 PM
> To: AAPORNET@asu.edu
> Subject: Re: Zogby poll on Impeachment
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===
Date: Thu, 7 Jul 2005 15:22:32 -0400
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: Doug Henwood <dhenwood@PANIX.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <p06210209bef302860d6d@[192.168.1.100]>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

I see nothing wrong with exploring issues that may be on the public's mind and not reported by large media. The way to do it is with open end questions. Once a structured question is asked one cannot distinguish between something the public has been thinking about and the pollster's invention.

I still say that what is appropriate for the measure of public opinion is something already on the public's mind. The first inkling of a subject should not come from the pollster. That's what push polls do. There is a fine line between making news and reporting news. My guess is that all the structured questions are making news; not reporting it.
warren mitofsky

At 12:03 PM 7/7/2005, Doug Henwood wrote:
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>Doug Henwood
>Left Business Observer
>38 Greene St - 4th fl.
>New York NY 10013-2505 USA
>voice +1-212-219-0010
>fax   +1-212-219-0098
>cell   +1-917-865-2813
>email <mailto:dhenwood@panix.com>
>web   <http://www.leftbusinessobserver.com>
>podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
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>download my book Wall Street (for free!) at
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212 980-3031
212 980-3107 Fax

www.mitofskyinternational.com
mitofsky@mindspring.com

Date: Thu, 7 Jul 2005 12:22:52 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <43643BA0F7421540AD17281BF6072A90131265@exchange-prc-
dc.pew.pewtrusts.org>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

I'm a bit confused here on some aspect of ethical political opinion
polling behavior. Are you saying that since the major newspapers aren't
talking about impeachment that asking about it is creating news and thus
unethical? What about documenting public opinion even if the newspapers
aren't talking about it? What about pointing out to newspapers that they
are not reporting what's happening? I realize that my perspective is a
bit warped -- I do live in the People's Republic of Berkeley -- but the
local independent newspapers and certainly people talk about impeaching
Bush.

Leora Lawton

"If you don't like the news, go out and make some of your own."
 -Scoop Nisker

On Thu, 7 Jul 2005, Scott Keeter wrote:

> Date: Thu, 07 Jul 2005 14:21:50 -0400
> From: Scott Keeter <skeeter@PEWRESEARCH.ORG>
> To: AAPORNET@asu.edu
> Subject: Re: [AAPORNET] Zogby poll on Impeachment
>
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> Washington, DC 20036
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> E-mail skeeter@pewresearch.org
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> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood
> Sent: Thursday, July 07, 2005 12:04 PM
> To: AAPORNET@asu.edu
> Subject: Re: Zogby poll on Impeachment
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> email <mailto:dhenwood@panix.com>

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
===
Date: Thu, 7 Jul 2005 15:32:08 -0400
Reply-To: fred goldner <goldner@BESTWEB.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: fred goldner <goldner@BESTWEB.NET>
Subject: prior public knowledge
Comments: To: AAPORnet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Re: Warren's objections. What is it that has to be in what percentage =
of the "main line" media before we can survey the public? In this case =
the issue of whether the President lied has certainly been all over the =
media, especially after the disclosure of the British memos. So making =
it a conditional is not a push. Does that mean we cannot ask about the =
potential consequences for the President if it were true just because a =
high percentage of the major media has not mentioned impeachement? And =
what do we do about something we know a number of people have thought =
about even though its not been in the major media? And how do we know =
something that has not been in the major media? I may not have a =
defiinitive answer to that but in this case I'd be willing to make some =
bets. =

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
===
Date: Thu, 7 Jul 2005 16:09:54 -0400
Reply-To: "Frankovic, Kathleen" <KAF@CBSNEWS.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Frankovic, Kathleen" <KAF@CBSNEWS.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: "Frank_Newport@gallup.com" <Frank_Newport@gallup.com>,
      "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain

There happens to be some recent history on hypothetical impeachment
questions that provides a guide for evaluating today's items.

In 1998, there were many items asked about what should happen to Bill
Clinton "if" certain things were true. The most striking series concerned a
possible resignation if Clinton were impeached. In the days leading up to
the impeachment vote in the House, as many as 60% of adults said Clinton
should resign "if" impeached. Of course, once the vote took place and he
was impeached, support for resignation dropped back to levels in the 30%
range.

The polling lesson, of course, is to beware of placing too much confidence
in answers given to hypothetical questions -- they may not predict actual
opinion once events occur. The Zogby question poses an "if" situation (Bush
lying) that some of those who answered "yes, Bush should be impeached" "
might not ever believe true.

Impeachment itself is probably still a tough concept for many Americans. In
1998 many didn't know that it didn't mean automatic removal from office.
Many probably still don't know that.

Kathy Frankovic

Sent from my BlackBerry Wireless Handheld

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===
Date: Thu, 7 Jul 2005 16:16:39 -0400
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: prior public knowledge
Comments: To: fred goldner <goldner@BESTWEB.NET>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <002801c5832a$91303d50$2e03b3d8@D1DSTC21>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Fred,
None of the questions asked or proposed by you or others asked about the
consequenceS for Bush for telling a lie about Iraq. All that was asked was
about one consequence - impeachment. Let's take as a given at this point
that Bush lied. A somewhat imperfect question would be something like this:

President Bush lied when he told the American people there were WMD in Iraq
and used that as a reason to invade the country. What should be done about
Bush's lie? And then name a bunch of possible actions, including the
possibility of doing nothing to him. That type of question does explore
public reaction to Bush's lie. That would be worth exploring.

I don't see that saying he lied, and therefore, "should we impeach him"
covers all the options of possible public opinion. It's not an option that
is any more plausible in the public thinking than should we tar-and-feather
him, should we exile him, should we put him on a space ship for a journey
to Pluto, should we put him with our troops in the front line of the
fighting in Iraq for 6 months, or any other absurd punishments. None of
these were part of any public discussion I am aware of. Neither was
impeachment. At the present time, impeachment is a pollster's invention as
a consequence for this action.
warren mitofsky

At 03:32 PM 7/7/2005, fred goldner wrote:
>Re: Warren's objections. What is it that has to be in what percentage of
>the "main line" media before we can survey the public? In this case the
>issue of whether the President lied has certainly been all over the media,
>especially after the disclosure of the British memos. So making it a
>conditional is not a push. Does that mean we cannot ask about the
>potential consequences for the President if it were true just because a
>high percentage of the major media has not mentioned impeachement? And
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>--
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Archives: http://lists.asu.edu/archives/aapornet.html .
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==
Date: Thu, 7 Jul 2005 16:49:49 -0400
Reply-To: fred goldner <goldner@BESTWEB.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: fred goldner <goldner@BESTWEB.NET>
Subject: Hard measures drive out soft
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Warren et al:
This debate and the many ramifications it raises about survey research =
and the complexity of the entire public opinion process goes to my =
point that narrow (though important) sampling and statistical issues =
drive out attention to survey construction at AAPOR annual meetings. =
Attention to the back end of candidate polls is easier to debate than =
the front end of surveys aobut complex issues. As to this latest issue I =
certainly have heard people talking aobut impeachment -- usually =
lamenting that it doesn't look possible given the climate in Washington =
and the scared nature of much of the media. Talk about politically =
incorrect subjects!=

===

Date: Thu, 7 Jul 2005 23:30:05 +0200
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: sincere sympathies
Comments: To: WAPOR@UNL.EDU, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

My sincere sympathies to our British colleagues and friends.

Nil desperandum!

Edith

Dr. Edith D. de Leeuw, MethodikA
Plantage Doklaan 40, NL-1018 CN Amsterdam
tel + 31 20 622 34 38   cell phone: + 31 6 53 69 3815
fax + 31 20 330 25 97   e-mail edithl@xs4all.nl

     You are a child of the universe,
   No less than the trees and the stars

===

Date: Thu, 7 Jul 2005 17:43:31 -0400

Warren was absolutely correct. His point was that "consequences" that have
not been discussed publicly should not be the topic of questions in public
opinion polls. The role of the media is to report on public discussion, not
generate alternative measures for the public to review. Had there been a
statement by a public figure that the president deserved impeachment (because
he
lied, because he probably lied, because....) and had another public figure
replied or retorted with another statement, one could begin to see a survey
question forming. Lacking even that much discussion in public (read "in
media
reports") there is professional basis for asking the question about whether
the
president should be impeached (regardless of how the question is worded).
If you don't need a professional basis, why stop at impeachment as a
consequence? Why not list all the outlandish options that Warren cites to
prove that
the question, however worded, is inappropriate.

Jeanne L. Anderson, Ph.D.
(formerly) Principal
Jeanne Anderson

In a message dated 7/7/2005 3:41:17 PM Eastern Daylight Time,
goldner@BESTWEB.NET writes:

Re: Warren's objections. What is it that has to be in what percentage of
the "main line" media before we can survey the public? In this case the issue
of whether the President lied has certainly been all over the media,
especially after the disclosure of the British memos. So making it a
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know a
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Date: Thu, 7 Jul 2005 18:17:23 -0400
Reply-To: Ande271@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanne Anderson <Ande271@AOL.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Doug, if people are thinking about something, such as impeachment, that
isn't being mentioned, there may be a good reason. People may be realizing
that
Cheney-as-president is the "alternative" implied by impeachment of Bush.
They may be aware of the difficulty of other factors. They are perfectly
free
to communicate their views to their elected officials, and many probably do.
However, public figures who generally oppose Bush's way of exercising his
power also think of reasons why it is not wise to discuss impeachment
publicly.
If the media representatives were to ask several public figures for
reactions to the claim that Bush lied/may have lied/may have reported
untruths to the
people, the media *might* succeed in helping the "birth" of a discussion of
impeachment in the media. On the other hand, those asked might decline to
make public statements on the subject. If that should be the case, it would
not be up to the public opinion research community to bring an issue that
public figures decline to discuss to the fore.

Jeanne L. Anderson, Ph.D.
(formerly) Principal
Jeanne Anderson Research

In a message dated 7/7/2005 12:23:53 PM Eastern Daylight Time,
dhenwood@PANIX.COM writes:

Warren Mitofsky wrote:

>More to the point, I don't think polls for public consumption should
>ask about impeachment of the President unless the subject already
>has been in the news.

Who inserts issues into the news? Politicians and pundits? Could be
that people are thinking something that the politicians and pundits
aren't talking about, and a clever poll could discover that. What

kind of democracy is it where we have to take cues from the powerful
on what's appropriate to talk about?
--

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA
voice   +1-212-219-0010
fax   +1-212-219-0098
cell   +1-917-865-2813
email   <mailto:dhenwood@panix.com>
web   <http://www.leftbusinessobserver.com>
podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

===
Date: Thu, 7 Jul 2005 20:30:39 -0400
Reply-To: "Albert H. & Susan Davis Cantril" <ascantril@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Albert H. & Susan Davis Cantril" <ascantril@MINDSPRING.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET <aapornet@asu.edu>
In-Reply-To: <DBAE93A0ADFAF74AB3E23DD92A580D5C04702BFB@NYCCNDX5>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Picking up on Kathy's good point about public awareness of what
"impeachment" involves, the way the matter is presented to respondents
is crucial.

We explored this in a survey in October 1973 by asking two sequential
questions.

The first question: "Do you think President Nixon should be impeached or
not?"

                Yes   25%

```
No      56
DK      19
```

The next question asked about the concept of impeachment but without
using the word: "Do you think the entire Congress should begin to look
into the innocence or guilt of President Nixon in the Watergate matter
or not?"

```
Yes     63%
No      30
DK       7
```

When we did a cross-tab, we found 49% of those opposed to having Nixon
impeached were in favor of the process that impeachment involves.

We discuss this survey in "The Opinion Connection: Polling, Politics,
and Press" (page 212-13).

Tad & Susan

Frankovic, Kathleen wrote:

>There happens to be some recent history on hypothetical impeachment
>questions that provides a guide for evaluating today's items.
>
>In 1998, there were many items asked about what should happen to Bill
>Clinton "if" certain things were true. The most striking series concerned a
>possible resignation if Clinton were impeached. In the days leading up to
>the impeachment vote in the House, as many as 60% of adults said Clinton
>should resign "if" impeached. Of course, once the vote took place and he
>was impeached, support for resignation dropped back to levels in the 30%
>range.
>
>The polling lesson, of course, is to beware of placing too much confidence
>in answers given to hypothetical questions -- they may not predict actual
>opinion once events occur. The Zogby question poses an "if" situation (Bush
>lying) that some of those who answered "yes, Bush should be impeached" "
>might not ever believe true.
>
>Impeachment itself is probably still a tough concept for many Americans. In
>1998 many didn't know that it didn't mean automatic removal from office.
>Many probably still don't know that.
>
>Kathy Frankovic
>--------------------------
>Sent from my BlackBerry Wireless Handheld
>
>--
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>
>

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
===

Date: Thu, 7 Jul 2005 19:19:14 -0700
Reply-To: phil.trounstine@SJSU.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Philip J. Trounstine" <phil.trounstine@SJSU.EDU>
Subject: Re: Zogby poll on Impeachment
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"

Warren, I'm not sure what's wrong with questions that make news. As a
newsman for 25 years now in the polling business, I think it's great when
fairly worded, well executed surveys discover things people might be
thinking that haven't been obvious to the news media. Some examples:

We introduced a "structured question" in March '04 in our quarterly
California surveys that asks:
"Generally speaking, do you believe that what President Bush tells the
American people is true?"
Here's what we've found:
             Yes   No
Mar 04   41.9   48.0
Jun 04   39.2   50.4
Sep 04   38.1   51.2
Jan 05   37.3   52.2
Mar 05   33.1   56.4
June 05   32.2   58.5

This is what you might call a trend, eh? Had we not posed this structured
question -- even though it made news when we first posed it -- we would
not be aware of the growing credibility gap that President Bush suffers
among Californians. This was not our invention. It was our discovery. It
does not say people believe Bush is a liar. It says they do not believe
what he says is actually true.

(Note: It would be fair to ask, "Generally speaking, do you believe that
what President Bush tells the American people is true or not?" But we
decided to end the question on the positive so that we could not be
accused of framing a biased question.)

In our most recent survey, we asked the following conditional structured
question because intelligent political analysis suggests this will be the
shape of the upcoming campaign:

"If there's a battle over school funding in the upcoming special election
in November between Gov. Schwarzenegger on one side, and teachers and
school administrators on the other side, who are you more likely to

support?" That the response was Schwarzenegger 31%/ teachers and
administrators 60% is both informative and newsworthy.

We also used some of Gallup's questions about unions -- which no other
public pollster had done recently that we're aware of -- because
Schwarzenegger and the unions have been at war and may wind up in a huge
fight in November. This provided new and newsworthy information on a
subject reporters have been writing about with little hard data available
to them.

In my opinion, for what it's worth, making news -- or giving reporters
data that helps frame the news -- isn't the problem. It's making sure that
questions are fairly asked in language that respondents can understand.
The impeachment question is problematic not because it's about impeachment
but because nobody knows what it means unless it's defined for them.
Albert and Susan have proved the point. Framing a fair impeachment
question would be difficult, given the nature of the charges and the
political context. It might be a waste of time, but it's certainly not out
of bounds.

Phil Trounstine
Survey and Policy Research Institute
at San Jose State University
408-924-6993
phil.trounstine@sjsu.edu

===
Date: Thu, 7 Jul 2005 23:13:15 -0400
Reply-To: "Ratledge, Edward" <ratledge@UDEL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ratledge, Edward" <ratledge@UDEL.EDU>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Sure there is a trend in the data but what does it mean. During that period
of time the social security debate was raging and the President was saying
that the system was in trouble while the opposition and the media said it
wasn't. Now we are left with measuring the difference between an unpleasant
and demonstrable "truth" and the pleasant "untruths". Which one will most
people choose?

As for the impeachment issue, a much more concrete approach would have been
to ask "if it could be proven that the President knew there were no WMD in
Iraq prior to attacking, should he be removed from office?"

Just for kicks you might also ask "Is it possible to prove that WMD were not
in Iraq?"

Ed Ratledge
University of Delaware

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Schwarzenegger and the unions have been at war and may wind up in a huge
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Phil Trounstine
Survey and Policy Research Institute
at San Jose State University
408-924-6993
phil.trounstine@sjsu.edu

==

Date: Fri, 8 Jul 2005 08:03:49 -0400
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: phil.trounstine@SJSU.EDU, AAPORNET@asu.edu
In-Reply-To: <OF871384FE.0466895F-ON88257038.000C23E3-
88257038.000CACD1@sjsu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Phil, All the questions you cite below were discussed in public. They may
not have been asked in other polls, but the subjects were not raised for
the first time in your polls.
warren

At 10:19 PM 7/7/2005, Philip J. Trounstine wrote:
>Warren, I'm not sure what's wrong with questions that make news. As a
>newsman for 25 years now in the polling business, I think it's great when
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>of bounds.
>
>
>Phil Trounstine

Date: Fri, 8 Jul 2005 08:40:29 -0400
Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: Is Impeachment Being Discussed?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

This from Slate June 17th Today's Papers.

"The article then shifts its focus to the re-energized anti-war movement.
More than 30 members of Congress attended a meeting on the "Downing Street
Memo" led by Rep. John Conyers and attended by John C. Bonifaz, founder of
the anti-Bush AfterDowningStreet.org. After the meeting, some attendees went
across the street to protest alongside those calling for Bush's impeachment.
"

I think that the flap over the Downing Street Memo did bring impeachment
back into the discussion. It may not be central, but it is there. The
Zogby poll, it seems to me, picked up from the Downing Street Discussion.

The question should be "Impeached and removed from Office."

When one types Bush impeachment and excludes Zogby, in Google News, several
hundred entries come-up, but many discuss positions people held vis a vis
Clinton's impeachment. Still I think it is fair to say that among the left
it is definitely there as an issue.

Andy Beveridge

Date: Fri, 8 Jul 2005 10:33:29 -0400

I think the focus of any question in regard to the Bush administration being
less than honest in the runup to the Iraq war should focus on the assertion
that Iraq was providing support to al Qaeda more than the existence of a WMD
program. Many in the intelligence community genuinely believed that Iraq
had such a program. However the idea that Iraq was supporting al Qaeda was
widely discredited and the Bush administration knew this.

As for how this might be presented in a poll question, I would not be
inclined to make an assertion about Bush lying as we know from existing
polling that many Americans still think that Iraq had a WMD program and was
supporting al Qaeda. Therefore it would be presented as a hypothetical.
Roughly worded I would first ask, As you may know there is some controversy
about whether Iraq supported al Qaeda and whether the Bush administration
knowingly misled the American public about this connection. Should there be
an investigation? Then ask: If it is determined that the Bush
administration did knowingly mislead the public what do you think should
occur? Then I agree with Warren offering a range of options would be best:
from nothing, to censure, to impeachment

Steven Kull

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Warren Mitofsky
Sent: Thursday, July 07, 2005 4:17 PM
To: AAPORNET@asu.edu
Subject: Re: prior public knowledge

Fred,
None of the questions asked or proposed by you or others asked about the
consequenceS for Bush for telling a lie about Iraq. All that was asked was
about one consequence - impeachment. Let's take as a given at this point
that Bush lied. A somewhat imperfect question would be something like this:
President Bush lied when he told the American people there were WMD in Iraq
and used that as a reason to invade the country. What should be done about
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impeachment. At the present time, impeachment is a pollster's invention as
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warren mitofsky

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>Please ask authors before quoting outside AAPORNET.

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mitofsky@mindspring.com

==

Content-transfer-encoding: 7bit

For over 60 years, the Iowa Poll has asked what Iowans think on leading
issues of the day. Enough about us and what we think. Now, we want to talk
to
the rest of the country and find out what they think . . . about us.

This seemed like a really clever idea at the onset, and now that I'm
pondering specific questions, I'm ready for fresh thinking. We don't want to
give a
test and ask too many questions about whether people associate potatoes or
corn with Iowa. But we do want to measure public opinion about our state and
we're not afraid of what we'll learn.

So, if anyone has some clever ideas, please send them to me. I will happily
point the list to findings once the poll is conducted. JAS

J. Ann Selzer, Ph.D.
Selzer & Company, Inc.
Des Moines, Iowa 50312
515.271.5700

visit our website: www.SelzerCo.com

E-mail address for purposes of this list: JAnnSelzer@aol.com; otherwise,
contact JASelzer@SelzerCo.com.

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Fri, 8 Jul 2005 12:34:06 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Re: Zogby poll on Impeachment
Comments: To: AAPORNET@asu.edu
In-Reply-To: <6.2.1.2.2.20050708080213.034b5230@pop.mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Warren Mitofsky wrote:

>Phil, All the questions you cite below were discussed in public.

Didn't some giant of public opinion research say "We can't tell
people what to think, but we can tell them what to think about"? This
seems to be in that spirit.
--

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.

New York NY 10013-2505 USA
voice +1-212-219-0010
fax   +1-212-219-0098
cell   +1-917-865-2813
email <mailto:dhenwood@panix.com>
web   <http://www.leftbusinessobserver.com>
podcast <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>
----
download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

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Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Fri, 8 Jul 2005 10:27:22 -0700
Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Subject: Push poll on Social Security?
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Is a push poll being conducted regarding Social Security?

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1. Do you believe the Social Security system is headed for collapse? If
yes, press 1, if no press 2.

2. Do you agree with President Bush's plan for revamping social
security? If yes, press 1, if no press 2.

3. Do you think President Bush will receive the support he needs from
Congress to revamp social security? If yes, press 1, if no press 2.

Thank you for your participation. Goodbye. Hangup.

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Fri, 8 Jul 2005 13:34:33 -0400
Reply-To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Subject: Re: Push poll on Social Security?
Comments: To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <6.2.1.2.2.20050708100709.02e03708@calmail.berkeley.edu>
MIME-version: 1.0 (Apple Message framework v619)
Content-type: text/plain; charset=US-ASCII; format=flowed
Content-transfer-encoding: 7bit

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==
Date: Fri, 8 Jul 2005 14:10:56 -0400
Reply-To: pd@kerr-downs.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Re: Push poll on Social Security?
Comments: To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>, AAPORNET@asu.edu
In-Reply-To: <8C0DACF3-EFD6-11D9-8560-000A95D14A16@mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I'm with Todd. I worry about how the term "push poll" is pushed around our
listserve. Politicians have quickly learned to discredit any survey they
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media and the public.
Phillip Downs

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Sand Mtn Comm
Sent: Friday, July 08, 2005 1:35 PM
To: AAPORNET@asu.edu
Subject: Re: Push poll on Social Security?

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> Problems?-don't reply to this message, write to:
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==
Date: Fri, 8 Jul 2005 10:57:09 -0700
Reply-To: Bob Lee <boblee48@CALMAIL.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Lee <boblee48@CALMAIL.BERKELEY.EDU>
Subject: Re: Push poll on Social Security?
Comments: To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>, AAPORNET@asu.edu
In-Reply-To: <8C0DACF3-EFD6-11D9-8560-000A95D14A16@mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

There is certainly a halo effect in the questions by invoking the name and
title of the President.

At 01:34 PM 7/8/2005 -0400, Sand Mtn Comm wrote:
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Robert H. Lee
Director of Survey Operations
Survey Research Center
2538 Channing Way, # 5100
University of California - Berkeley
Berkeley, CA 94720
510-642-0871
boblee48@berkeley.edu
http://srcweb.berkeley.edu

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu
===
Date: Fri, 8 Jul 2005 14:06:24 -0400
Reply-To: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>
Subject: Re: Push poll on Social Security?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

"How long before individuals in the general
public begin calling any poll with which they disagree a push poll?"

Sadly, we're well past that point.

Jason

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Phillip Downs
Sent: Friday, July 08, 2005 2:11 PM
To: AAPORNET@asu.edu
Subject: Re: Push poll on Social Security?

I'm with Todd. I worry about how the term "push poll" is pushed around
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From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Sand Mtn Comm
Sent: Friday, July 08, 2005 1:35 PM
To: AAPORNET@asu.edu
Subject: Re: Push poll on Social Security?

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Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
===
Date: Fri, 8 Jul 2005 11:29:33 -0700
Reply-To: Martin Lachter <m_lachter@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Martin Lachter <m_lachter@YAHOO.COM>
Subject: Re: Push poll on Social Security?

We may not be able to say with absolutely certainty that this is a push
poll, but, unlike many of the other polls that are purported by some to be
push polls, this one seems to have many of the key distinguishing
characteristics.

First, it is short. Three questions, all pertaining to the same issue,

with no attempt made to identify any of the respondents' demographics.
The reason why push polls work is because they can get a message out as
quickly as possible to as many people as possible, and you don't do that
by spending more than 3 or 4 minutes on each call.

Second, it is anonymous. The fact that it is automated means that the
respondents are unable to even ask who who is authorizing this survey.

Third, it is biased. Even using the most forgiving point of view on the
Social Security issue would not justify opening the survey with the frame
that "Social Security is headed for collapse," then following that up with
the President "having a plan for revamping Social Security."

Yes, there are plenty of polls that inaccurately called push polls, but I
think that makes it all the more important to call out the suspicious ones
to show the difference between scientific research and push polling.

==
Date: Fri, 8 Jul 2005 14:29:32 -0400
Reply-To: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>
Subject: Re: Push poll on Social Security?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

I was born and raised on the west coast of Florida - Yes, Dennis is on
his way. Around here a push pole is what you use to get your boat
across the flats at low tide. I suspect an open ended question to most
locals would result in the same interpretation (regardless of spelling
in most cases).

I guess we also need to be careful with the term "General Public".
Wasn't that also a band back in the mid 80's. Sorry I couldn't resist,
it is Friday after all :)

Ken Steve=20

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jason Boxt
Sent: Friday, July 08, 2005 2:06 PM
To: AAPORNET@asu.edu
Subject: Re: Push poll on Social Security?

"How long before individuals in the general public begin calling any
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Phillip Downs

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To: AAPORNET@asu.edu
Subject: Re: Push poll on Social Security?

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===
Date: Fri, 8 Jul 2005 12:07:06 -0700
Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Subject: Fwd: Re: Push poll on Social Security?
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

I framed my initial post as a question because I am aware that there is little consensus about how to define the term "push poll." Although we lack key information about the survey under consideration, there are some suggestive clues which point us in this direction: (1) no demographic information is collected; (2) the interview is very brief (i.e. 3 questions); (3) the interview is automated via interactive voice response methodology which would make it easy to administer this survey to enormous samples at very low cost; and (4) the question wording appears biased. The interview is not as biased as I would have expected if this were a push poll, but perhaps the wording was pre-tested to bias the respondent without being too obvious.

A definition of "push poll" can be found in Wikipedia, an online encyclopedia (see below). This is open source so if you don't like their definition, you can edit it at http://en.wikipedia.org/wiki/Push_poll .

=========
Push poll

 From Wikipedia, the free encyclopedia.

"A push poll is a political campaign technique in which an individual or organization attempts to influence or alter the view of respondents under the guise of conducting a poll. Push polls are generally viewed as a form of negative campaigning. The term is also sometimes used incorrectly to refer to legitimate polls which test political messages, some of which may be negative. Push polling has been condemned by the American Association of Political Consultants.

The mildest forms of push polling are designed merely to remind voters of a particular issue. For instance, a push poll might ask respondents to rank candidates based on their support of abortion in order to get voters thinking about that issue.

More negative are attacks on another candidate by using polls. These attacks often contain information with little or no basis in fact.

True push polls tend to be very short, with only a handful of questions, so as to make as many calls as possible. The data obtained is discarded, not analyzed. Any poll that does not ask demographic information -- such as age, income, or race -- is generally not a legitimate poll, but some form of advertising.

Perhaps the most famous alleged use of push polls is in the 2000 United States Republican Party primaries, when it was alleged that George W. Bush's campaign used push polling to torpedo the campaign of Senator John McCain. Voters in South Carolina reported being asked "Would you be more likely or less likely to vote for John McCain for president if you knew he had fathered an illegitimate black child?" an allegation that had no substance but planted the idea of undisclosed allegations in the minds of thousands of primary voters. McCain and his wife had in fact adopted an Asian child.

The main advantage of push polls is that they are an effective way of

maligning an opponent while avoiding the appearance of negative campaigning
that voters dislike. They are risky in that if it is ever proven that the
polls were ordered by the campaign it would do serious damage to the
candidate. Push polls are also expensive. It is of far higher cost per
voter than radio or television commercials. They are thus most effective in
smaller elections with only a few thousand voters such as party primaries.

These factors also make push polls not particularly attractive to private
companies as a form of marketing."

http://en.wikipedia.org/wiki/Push_poll

>Date: Fri, 08 Jul 2005 14:10:56 -0400
>From: Phillip Downs <pd@KERR-DOWNS.COM>
>Subject: Re: Push poll on Social Security?
>Sender: AAPORNET <AAPORNET@asu.edu>
>To: AAPORNET@asu.edu
>Reply-to: pd@kerr-downs.com
>X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)
>Comments: To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>, AAPORNET@asu.edu
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> >
> > 3. Do you think President Bush will receive the support he needs from
> > Congress to revamp social security? If yes, press 1, if no press 2.
> >
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> >
> > --
> > AAPOR Web site now has AAPOR award winner information!
> > http://www.aapor.org
> > Archives: http://lists.asu.edu/archives/aapornet.html .
> > Problems?-don't reply to this message, write to:
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Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==

Date: Fri, 8 Jul 2005 12:17:02 -0700
Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Subject: AAPOR undefined in Wikipedia
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Wikipedia, a free, online open source encyclopedia, has a reference to (see
below), and even a link to, the American Association for Public Opinion
Research, but no article is available on AAPOR. If you want to contribute
one, go to

http://en.wikipedia.org/w/index.php?title=American_Association_for_Public_Opin

ion_Research&action=edit

According to <http://en.wikipedia.org/wiki/Salon.com>Salon.com, "In 1997,
Luntz was formally reprimanded by the
<http://en.wikipedia.org/w/index.php?title=American_Association_for_Public_Opi
nion_Research&action=edit>American
Association for Public Opinion Research for his work polling on the GOP's
1994 '<http://en.wikipedia.org/wiki/Contract_with_America>Contract with
America' campaign document. Luntz told the media that everything in the
contract had the support of at least 60 percent of the general public.
Considering the elementary phrasing of that document (stop violent
criminals, protect our kids, strong national defense), it seems almost
laughably uncontroversial. But one of AAPOR's 1,400 members wasn't so
amused, and filed a complaint requesting to see Luntz's research and a
verification of the figure. Luntz's response? He couldn't reveal the
information because of client confidentiality."
<http://dir.salon.com/politics/feature/2000/05/26/luntz/index.html?pn=1>[3]

http://en.wikipedia.org/wiki/Frank_Luntz

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Fri, 8 Jul 2005 15:19:08 -0400
Reply-To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Subject: My thoughts on defining a push-poll
Comments: To: Martin Lachter <m_lachter@YAHOO.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <LISTSERV%200507081129330261.9D15@LISTS.ASU.EDU>
MIME-version: 1.0 (Apple Message framework v619)
Content-type: text/plain; charset=US-ASCII; format=flowed
Content-transfer-encoding: 7bit

I would consider the following factors in evaluating whether something
is a push-poll:

1.   An unreasonably-large or well-targeted sample. Either you're
"asking" the questions of far too many people for it to be a sample, or
you're targeting too-narrowly for it to be a sample. Examples would be
phoning 50% of a given district's voters with a push message, or
calling every identifiable senior voter. It would be impossible to give
a hard-and-fast rule, as I have conducted 1500-and-larger samples in
statewide campaigns where we're targeting direct mail. And voter
identification can be a legitimate campaign tool that is used to
determine vote preference among a large percentage of a district.

2.   Short length is not dispositive. As a political consultant, in the
final stage of a campaign, we're often asking only one-to-three
questions in our rolling-sample overnights. But short length may be a

contributing factor to a determination that a particular phone call is in fact a push-poll.

3.   Questions that are so overwhelmingly-negative about one candidate that there is no legitimate question being asked. "How much less likely are you to vote for John Smith now that you know he is smut-peddling, dope-smoking, puppy-killing child molester" is pretty suspect, while "Would you be more or less likely to vote for John Smith if you knew that as a city councilman, he voted three years in a row to raise the millage rate" is more likely a legitimate question.

4.   Truthfulness need not be in question for it to be a push-poll. "If you knew John Smith was a dope-smoking hippie..." may be true if the candidate in question smoked marijuana once at a party in college in 1964, but it's not relevant to the race, and is only asked to smear the candidate.

5.   Timing is more relevant if it is done very late in the campaign, so late that it could not possibly be used for message targeting.

6.   Another targeting issue. If a negative message about candidate X is put out only to identified supporters of candidate X in an attempt to suppress his voter's turnout, then it is easier to call it a push-poll.

7.   Motive is the key, but you can only judge motive by looking at what you know about the call.

I'll think of three more things the moment I send this, but will let it rest for a little bit.

It might be worth forming a committee to see if we can come up with a definition of push-polling and possibly an advisory body to make determinations.

Best wishes to all for an enjoyable weekend.

Todd Rehm

==
Date: Fri, 8 Jul 2005 15:29:45 -0400
Reply-To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Subject: Re: Push poll on Social Security?
Comments: To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <6.2.1.2.2.20050708115941.0303ccf8@calmail.berkeley.edu>
MIME-version: 1.0 (Apple Message framework v619)
Content-type: text/plain; charset=US-ASCII; format=flowed
Content-transfer-encoding: 7bit

The fact of no demographic information being collected may be irrelevant, as many political pollsters dial from a database of known voters, and we thus have all the demographic data in the voter file.

Automation doesn't mean bad workmanship, as some compelling studies have shown that automated surveys can be at least as accurate as live-interviewer surveys.

Don't think that push-pollers are as subtle as they might be in attempting to bias the respondent without being too obvious. If you're gonna smear the other guy anonymously, you're going to smear him as badly as you can.

Todd

On Jul 8, 2005, at 3:07 PM, Joel Moskowitz wrote:

> I framed my initial post as a question because I am aware that there
> is little consensus about how to define the term "push poll."
> Although we lack key information about the survey under consideration,
> there are some suggestive clues which point us in this direction: (1)
> no demographic information is collected; (2) the interview is very
> brief (i.e. 3 questions); (3) the interview is automated via
> interactive voice response methodology which would make it easy to
> administer this survey to enormous samples at very low cost; and (4)
> the question wording appears biased. The interview is not as biased
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> A definition of "push poll" can be found in Wikipedia, an online
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> Push poll
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> From Wikipedia, the free encyclopedia.
>
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> or organization attempts to influence or alter the view of respondents
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> as a form of negative campaigning. The term is also sometimes used
> incorrectly to refer to legitimate polls which test political
> messages, some of which may be negative. Push polling has been
> condemned by the American Association of Political Consultants.
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> The mildest forms of push polling are designed merely to remind voters
> of a particular issue. For instance, a push poll might ask respondents

> to rank candidates based on their support of abortion in order to get
> voters thinking about that issue.
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> More negative are attacks on another candidate by using polls. These
> attacks often contain information with little or no basis in fact.
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> True push polls tend to be very short, with only a handful of
> questions, so as to make as many calls as possible. The data obtained
> is discarded, not analyzed. Any poll that does not ask demographic
> information -- such as age, income, or race -- is generally not a
> legitimate poll, but some form of advertising.
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> Perhaps the most famous alleged use of push polls is in the 2000
> United States Republican Party primaries, when it was alleged that
> George W. Bush's campaign used push polling to torpedo the campaign of
> Senator John McCain. Voters in South Carolina reported being asked
> "Would you be more likely or less likely to vote for John McCain for
> president if you knew he had fathered an illegitimate black child?" an
> allegation that had no substance but planted the idea of undisclosed
> allegations in the minds of thousands of primary voters. McCain and
> his wife had in fact adopted an Asian child.
>
> The main advantage of push polls is that they are an effective way of
> maligning an opponent while avoiding the appearance of negative
> campaigning that voters dislike. They are risky in that if it is ever
> proven that the polls were ordered by the campaign it would do serious
> damage to the candidate. Push polls are also expensive. It is of far
> higher cost per voter than radio or television commercials. They are
> thus most effective in smaller elections with only a few thousand
> voters such as party primaries.
>
> These factors also make push polls not particularly attractive to
> private companies as a form of marketing."
>
> http://en.wikipedia.org/wiki/Push_poll
>
>> Date: Fri, 08 Jul 2005 14:10:56 -0400
>> From: Phillip Downs <pd@KERR-DOWNS.COM>
>> Subject: Re: Push poll on Social Security?
>> Sender: AAPORNET <AAPORNET@asu.edu>
>> To: AAPORNET@asu.edu
>> Reply-to: pd@kerr-downs.com
>> X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)
>> Comments: To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>, AAPORNET@asu.edu
>>
>> I'm with Todd. I worry about how the term "push poll" is pushed
>> around our
>> listserve. Politicians have quickly learned to discredit any survey
>> they
>> wish by calling it a push poll. How long before individuals in the
>> general
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>> Let's
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>> and/or
>> defined by patently false content/accusations? etc.) and begin
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>> media and the public.
>> Phillip Downs
>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Sand Mtn Comm
>> Sent: Friday, July 08, 2005 1:35 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: Push poll on Social Security?
>>
>>
>> How is that a push poll? It may be poor methodology, but it's not
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>> size, which in my book is the defining characteristic of push-polling.
>> Nor is there a clearly-identifiable message that it being put out.
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>> Todd Rehm
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>> >
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>> >
>> > --
>> > AAPOR Web site now has AAPOR award winner information!
>> > http://www.aapor.org

==
Date: Fri, 8 Jul 2005 18:29:20 -0500
Reply-To: jimr@rma-inc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Robinson <jimr@RMA-INC.COM>
Subject: Re: Push poll on Social Security?
Comments: To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>, AAPORNET@asu.edu
In-Reply-To: <6.2.1.2.2.20050708115941.0303ccf8@calmail.berkeley.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

The three questions and auto polling technique used in the call you
highlight is a standard type used by the GOP National Committee and the
Senate Campaign Committee. They generally call a pretty heavily targeted
universe based on a voter file with canvass history. Depending on the
answer they want and the questions they are looking at, they will pick the
list using demographics (which is why they don't ask demos--they know who
they are calling) and issue canvass information from past elections.

This process insures they will get the answer they want and then it will
appear in either email or direct mail fundraising pieces to the party donor
faithful as "evidence" of the fact that the President is right on his social

security plan etc. The entire purpose is to create a very cheap (thus the auto call), rather large (so they can claim small margin of error) and totally biased result that helps them raise money from the faithful who are told the voters support their position---they only need more money to get the messages out.

It is not a push poll in any definition and it isn't public opinion research either.

Jim Robinson
Robinson & Muenster Associates, Inc.
605-332-7002 (home office)
605-376-1326 (mobile)
605-332-8722 (main office)
jimr@rma-inc.com

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joel Moskowitz
Sent: Friday, July 08, 2005 2:07 PM
To: AAPORNET@asu.edu
Subject: Fwd: Re: Push poll on Social Security?

I framed my initial post as a question because I am aware that there is little consensus about how to define the term "push poll." Although we lack key information about the survey under consideration, there are some suggestive clues which point us in this direction: (1) no demographic information is collected; (2) the interview is very brief (i.e. 3 questions); (3) the interview is automated via interactive voice response methodology which would make it easy to administer this survey to enormous samples at very low cost; and (4) the question wording appears biased. The interview is not as biased as I would have expected if this were a push poll, but perhaps the wording was pre-tested to bias the respondent without being too obvious.

A definition of "push poll" can be found in Wikipedia, an online encyclopedia (see below). This is open source so if you don't like their definition, you can edit it at http://en.wikipedia.org/wiki/Push_poll .

=========
Push poll

 From Wikipedia, the free encyclopedia.

"A push poll is a political campaign technique in which an individual or organization attempts to influence or alter the view of respondents under the guise of conducting a poll. Push polls are generally viewed as a form of negative campaigning. The term is also sometimes used incorrectly to refer to legitimate polls which test political messages, some of which may be negative. Push polling has been condemned by the American Association of Political Consultants.

The mildest forms of push polling are designed merely to remind voters of a particular issue. For instance, a push poll might ask respondents to rank

candidates based on their support of abortion in order to get voters thinking about that issue.

More negative are attacks on another candidate by using polls. These attacks often contain information with little or no basis in fact.

True push polls tend to be very short, with only a handful of questions, so as to make as many calls as possible. The data obtained is discarded, not analyzed. Any poll that does not ask demographic information -- such as age, income, or race -- is generally not a legitimate poll, but some form of advertising.

Perhaps the most famous alleged use of push polls is in the 2000 United States Republican Party primaries, when it was alleged that George W. Bush's campaign used push polling to torpedo the campaign of Senator John McCain. Voters in South Carolina reported being asked "Would you be more likely or less likely to vote for John McCain for president if you knew he had fathered an illegitimate black child?" an allegation that had no substance but planted the idea of undisclosed allegations in the minds of thousands of primary voters. McCain and his wife had in fact adopted an Asian child.

The main advantage of push polls is that they are an effective way of maligning an opponent while avoiding the appearance of negative campaigning that voters dislike. They are risky in that if it is ever proven that the polls were ordered by the campaign it would do serious damage to the candidate. Push polls are also expensive. It is of far higher cost per voter than radio or television commercials. They are thus most effective in smaller elections with only a few thousand voters such as party primaries.

These factors also make push polls not particularly attractive to private companies as a form of marketing."

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>From: Phillip Downs <pd@KERR-DOWNS.COM>
>Subject: Re: Push poll on Social Security?
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>To: AAPORNET@asu.edu
>Reply-to: pd@kerr-downs.com
>X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)
>Comments: To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>, AAPORNET@asu.edu
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>Phillip Downs
>

>-----Original Message-----
>From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Sand Mtn Comm
>Sent: Friday, July 08, 2005 1:35 PM
>To: AAPORNET@asu.edu
>Subject: Re: Push poll on Social Security?
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>
>--

===
Date: Sat, 9 Jul 2005 08:16:45 -0400
Reply-To: Mick Couper <MCouper@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mick Couper <MCouper@UMICH.EDU>
Subject: Re: My thoughts on defining a push-poll
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

AAPOR already has a statement on push polls, although it is admittedly a
little hard to find on the website. If you click on "News and issues"
and then "press releases", the PDF of the 2003 statement is there.
Here's the long URL: =20
http://www.aapor.org/default.asp?ID=3D26&page=3Dnews_and_issues/press_rel=
eas
es_and_official_statements

Cheers,

Mick Couper

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Sand Mtn Comm
Sent: Friday, July 08, 2005 3:19 PM
To: AAPORNET@asu.edu
Subject: My thoughts on defining a push-poll

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It might be worth forming a committee to see if we can come up with a=20
definition of push-polling and possibly an advisory body to make=20
determinations.

Best wishes to all for an enjoyable weekend.

Todd Rehm

===

A possibility other than fundraising would be to pressure GOP
Congressmen not strongly in support of the Administration's Social
Security program.

Don't know enough about Northern California members of Congress to know
if they would qualify; i.e., 2nd - Wally Herger; 3rd - Dan Lungren; 4th
- John Doolittle, etc. Perhaps Joel could identify the
District/Congressman and whether this is a possibility.

Nick

Jim Robinson wrote:

>The three questions and auto polling technique used in the call you
>highlight is a standard type used by the GOP National Committee and the
>Senate Campaign Committee. They generally call a pretty heavily targeted
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>Jim Robinson
>Robinson & Muenster Associates, Inc.

>605-332-7002 (home office)
>605-376-1326 (mobile)
>605-332-8722 (main office)
>jimr@rma-inc.com
>
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>
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Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
==
Date: Sat, 9 Jul 2005 13:51:59 -0400
Reply-To: Josh Klein <jklein@IGC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Josh Klein <jklein@IGC.ORG>
Subject: Seeking survey data on public perceptions of internet
             hacking/cyberterrorism
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I am researching general public perceptions of computer crime,
cyberterrorism, etc. Is anyone aware of any public domain survey results on
such? Thanks.

Dr. Josh Klein
92 Brookdale Ave.
New Rochelle, NY 10801
914 576 5285

===

Date: Mon, 11 Jul 2005 09:25:25 -0500
Reply-To: jimr@rma-inc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Robinson <jimr@RMA-INC.COM>
Subject: An interesting look at today's public press polling
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

A very interesting look at today's public press polling.

Jim Robinson
Robinson & Muenster Associates
1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

48% for Taco Bell; 52% for Invading Iraq
By Matt Taibbi <http://www.alternet.org/authors/6535/> , New York Press
<http://nypress.com/> . Posted July 11, 2005
<http://www.alternet.org/ts/archives/?date%5bF%5d=07&date%5bY%5d=2005&date%5
bd%5d=11&act=Go/> .
Polling in this country has degenerated almost entirely into a tool for
describing consumer behavior, whether the brand names are Coke and Pepsi, or
Democrats and Republicans.
Did you know that polling is illegal in some countries? In Russia, published
polls are not allowed before an election; the same is true in Nicaragua. In
Belarus, polls are illegal in general -- but then again, so is everything
else. Still, how interesting!
I think we take our survey freedoms for granted. Nothing else can explain
the appallingly low quality of our polling. Polling in this country has
degenerated almost entirely into a tool for describing consumer behavior,
where the goal of almost every well-funded survey is to make a numerical
determination about the strength of X product vs. Y product in the general

marketplace.

The brand names might be Taco Bell and Jack in the Box, they might be Democrats and Republicans; the methodology is, to a degree at once damning and hilarious, exactly the same. Take a look at the press releases for two of the top two polls conducted by Zogby last week:

1. Coke Is It: Americans Choose Coca Cola over Pepsi by 47% to 28%; 'Real Thing' Leads Every Demographic; 'Choice of a New Generation' Unpopular With Younger Consumers -- New Zogby Consumer Profile Finding

2. No Bounce: Bush Job Approval Unchanged by War Speech; Question on Impeachment Shows Polarization of Nation; Americans Tired of Divisiveness in Congress -- Want Bi-Partisan Solutions -- New Zogby Poll

The degree to which polling methodology reflects the bias of the interested (and usually commissioning) parties is seldom noted when the polls are cited by reporters. For instance, pre-election polls are almost always presented in their, final, less embarrassing, airbrushed form -- e.g., 51 percent for Bush, 49 percent for Kerry -- when the actual numbers are more like 26-24 percent, if you include nonvoters.

Respondents, when quizzed, about, say, their favorite fast-food restaurant, are never asked the obvious cross-reference questions. Thus you never see press releases that read like this: "74 percent of Americans who cannot climb two flights of stairs without gasping for breath said that McDonald's was their favorite fast-food destination, while a surprising 47 percent of respondents who 'expect to be dead within weeks' said that the Wendy's Big Classic was their 'favorite sandwich.'"

Our prominent polling agencies almost never take it upon themselves to actually pose a new question. Instead, they almost always content themselves with recording the answers to a question that in some very public way has already been asked -- usually in the form of a choice presented by the media. Do you prefer Friends to Seinfeld? Is Michael Jackson guilty or innocent? Are you for or against the invasion of Iraq?

Regarding that last question, numerous polls conducted last week both before and after George Bush's bizarre Iraq address made headlines across the country. The biggest was a CNN/Gallup/USA Today poll, widely rereported under headlines like, "Support for Iraq War Plummets." Its key result was a number indicating that 53 percent of Americans now thought the war was a "mistake."

That single, solitary, unexpressive number -- 53 percent -- reveals the utter poverty of the polling system. It's a number that ought to infuriate people on both sides of the issue. Remember, before the war began, opinion surveys regularly showed support levels for the invasion running at between 70 and 80 percent.

Here is how Steven Kull, a pollster for American Public on International Issues, summed up the nature of Iraq support before the war. In an interview with the San Francisco Chronicle on April 1, 2003, Kull said he believed that 40 percent of Americans were firmly behind the war, 20 percent firmly opposed it, and the remaining 40 percent supported it "either out of deference to the president or a sense of patriotism." He characterized the stance of the latter group as "pretty soft."

Well, no shit. Just as Kull predicted, the 40 percent firm-support number has remained an absolute constant since the beginning of the conflict. In the CNN/Gallup poll last week, that same 40 percent said they remained firmly in support of U.S. forces remaining in Iraq.

Clearly, it's that "pretty soft" other 40 percent that's slipping. Those are the people I have a problem with, and it is with regard to those people that

our polling system failed us two years ago and continues to fail today.

It seems fairly obvious that, in the course of the last few years, roughly 25-30 percent of the country has been influenced by the steady issue of news about increased violence and instability in Iraq. Apparently, a large percentage of Americans who supported the war two years ago have since become freaked out by the fact that, surprise, surprise, people are dying. Which invites the question: If these people can't handle a few bad headlines, what exactly was their level of commitment to begin with? Pre-war polls, confined to the standard Coke-Pepsi either-or formula, didn't tell us much about that.

Maybe if the polls back then had been conducted differently, we might have had different results. Imagine a March 2003 poll that posed the following questions:

* Would you yank your son out of college and send him to die for this bullshit?
* Would you yourself be willing to give your life for this cause? If yes, grab your shit; there's a bus outside.

Those should be the only kinds of polls we allow, when it comes to questions of war. I mean, who the hell are these people who changed their minds once the news started to turn sour? There are only two explanations: They're either unbelievable cowards, or they didn't think it through. In either case, if there were any justice, they would all be rounded up and dumped buck-naked on the streets of Fallujah.

What's most infuriating about this Iraq war is the degree to which it represents the worst excesses of our highly developed consumer reflexes. America in the age of reality TV is in love with making its choice, casting its vote. It has been encouraged to enjoy a narcissistic thrill in observing the consequences of its consumer choices, often portrayed in TV shows as catastrophic or indescribably dramatic.

Disgraced fat nerd has nervous breakdown after being voted off American Idol. Plain girl rushes to plastic surgeon after being bounced from the The Bachelor. Aloof weirdo voted into metaphorical death after failing to properly conform on the set of Survivor.

Get that loser off the show, he has no voice; bachelor, choose the blonde, the brunette's nose is too big. When we vote, we are extraordinarily impatient and exacting and judgmental, like movie reviewers; we vote like customers who know the law says they are always right.

In fact, the haughty self-importance of the median poll respondent has become so axiomatic that it is now often built in to the polling process, where it's not uncommon to see surveys built around slavish questions like the following: "If candidate X were to bend over and kiss your ass, how likely would you be to vote for him?"

But for all the poll respondent's smug airs, he only talks tough when he's in a crowd, and shielded by anonymity, identified only by his number. I've seen this myself as a journalist. Interview someone on the street, and he loves to hold forth and waste your time giving you his great opinion. But ask for his name for the record, and he runs away like a bitch.

A nation that indulges in anonymous casual cruelties like The Swan should not be consulted in the same manner before a war. In matters of life and death, stand up and be counted -- by name, swearing on the blood of your children. What kind of country goes to war whispering "yes" into a telephone?

Matt Taibbi lives in New York. He covers politics for Rolling Stone and the New York Press.

Date: Mon, 11 Jul 2005 10:45:44 -0400
Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Speaking of AAPOR and push polls...
Comments: To: AAPORNET@asu.edu
In-Reply-To: <942E05ED295BE1489D46F6301DACE3A328CAAD@isr-
mail1.ad.isr.umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

Dear AAPORNetters,

On September 6th, CMOR is holding a Government Affairs conference here in
Washington. For one aspect of this event, we're looking for someone who's
willing to speak about "political telemarketing" (aka push polling) as part
of a panel that will address a number of wide-ranging, big picture issues.

Ideally, we'd find someone who has thoughts about the impact and effect of
political telemarketing in a broad context...i.e., does it threaten the
credibility of survey research to some extent in the eyes of the public?
Has it hampered your ability to conduct legitimate polling over multiple
media (phone, online, e-mail, etc.)?   Does the presence of push polling
hamper response rates for legitimate polls? (I'm using the term
"legitimate" to mean properly conducted scientific polling, by AAPOR
standards, that lacks any element of political telemarketing.)

These are just a few examples of the issues we'd like to expose our audience
to. Any AAPORNetters who are willing and able to help us out on this are
encouraged to contact me offline, and I'll be happy to share more details.

Thanks for your time,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <mailto:bdautch@cmor.org>

AAPOR already has a statement on push polls, although it is admittedly a
little hard to find on the website. If you click on "News and issues"
and then "press releases", the PDF of the 2003 statement is there.
Here's the long URL:
http://www.aapor.org/default.asp?ID=26&page=news_and_issues/press_releas
es_and_official_statements

Cheers,

Mick Couper

I would consider the following factors in evaluating whether something
is a push-poll:

1.   An unreasonably-large or well-targeted sample. Either you're
"asking" the questions of far too many people for it to be a sample, or
you're targeting too-narrowly for it to be a sample. Examples would be
phoning 50% of a given district's voters with a push message, or
calling every identifiable senior voter. It would be impossible to give
a hard-and-fast rule, as I have conducted 1500-and-larger samples in
statewide campaigns where we're targeting direct mail. And voter
identification can be a legitimate campaign tool that is used to
determine vote preference among a large percentage of a district.

2.   Short length is not dispositive. As a political consultant, in
the
final stage of a campaign, we're often asking only one-to-three
questions in our rolling-sample overnights. But short length may be a
contributing factor to a determination that a particular phone call is
in fact a push-poll.

3.   Questions that are so overwhelmingly-negative about one
candidate
that there is no legitimate question being asked. "How much less
likely are you to vote for John Smith now that you know he is
smut-peddling, dope-smoking, puppy-killing child molester" is pretty
suspect, while "Would you be more or less likely to vote for John Smith
if you knew that as a city councilman, he voted three years in a row to
raise the millage rate" is more likely a legitimate question.

4.   Truthfulness need not be in question for it to be a push-poll.
"If
you knew John Smith was a dope-smoking hippie..." may be true if the
candidate in question smoked marijuana once at a party in college in
1964, but it's not relevant to the race, and is only asked to smear the
candidate.

5.   Timing is more relevant if it is done very late in the campaign,
so
late that it could not possibly be used for message targeting.

6.   Another targeting issue. If a negative message about candidate X
is
put out only to identified supporters of candidate X in an attempt to
suppress his voter's turnout, then it is easier to call it a push-poll.

7.   Motive is the key, but you can only judge motive by looking at
what
you know about the call.

I'll think of three more things the moment I send this, but will let it
rest for a little bit.

It might be worth forming a committee to see if we can come up with a
definition of push-polling and possibly an advisory body to make
determinations.

Best wishes to all for an enjoyable weekend.

Todd Rehm

==
Date: Mon, 11 Jul 2005 09:50:52 -0500
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation

Subject: Community Survey
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

We are doing a community survey for a small liberal arts college, 3K
student population.

Does anyone have any normative data on rating a college on "quality
academic institution" using an excellent/good/just fair poor scale?

Nick

==
Date: Mon, 11 Jul 2005 09:54:40 -0500
Reply-To: sherman-bill@earthlink.net
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bill Sherman <sherman-bill@EARTHLINK.NET>
Subject: Re: AAPORNET Digest - 8 Jul 2005 to 9 Jul 2005 (#2005-152)
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

I am an AAPOR member and former NORC senior project manager. I'm currently
looking for f/t employment as well as freelance/contracting work in
polling/social science/marketing research. Would it be OK to post to AAPORNET
letting members know of my availability for f/t and temporary work? If so, is
there a preferred protocol or format for writing this type of job-seeker
posting? Please advise. Thank you.

Bill Sherman
sherman-bill@earthlink.net
Mobile: 773 960-3063

----- Original Message -----
From: AAPORNET automatic digest system
To: AAPORNET@lists.asu.edu
Sent: 7/9/2005 11:03:48 PM
Subject: AAPORNET Digest - 8 Jul 2005 to 9 Jul 2005 (#2005-152)

AAPORNET Digest - 8 Jul 2005 to 9 Jul 2005 (#2005-152)
Table of contents:
My thoughts on defining a push-poll
Push poll on Social Security?
Seeking survey data on public perceptions of internet hacking/cyberterrorism
My thoughts on defining a push-poll

Re: My thoughts on defining a push-poll (07/09)
From: Mick Couper <MCouper@UMICH.EDU>
Push poll on Social Security?
Re: Push poll on Social Security? (07/09)
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Seeking survey data on public perceptions of internet hacking/cyberterrorism
Seeking survey data on public perceptions of internet hacking/cyberterrorism
(07/09)
From: Josh Klein <jklein@IGC.ORG>

 Browse the AAPORNET online archives.

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Mon, 11 Jul 2005 08:27:46 -0700
Reply-To: Shapard Wolf <shapwolf@MSN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Shapard Wolf <shapwolf@MSN.COM>
Subject: Re: AAPORNET Digest - 8 Jul 2005 to 9 Jul 2005 (#2005-152)
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed

Bill,
AAPORNET is a self-governing forum, with few set rules. If members don't
like a posting, you'll be sure to hear about it. That said, the easiest way
to find out if what you propose is within the norms is to search the
archives and see what has been done.

Go to the main AAPORNET page at lists.asu.edu/archives/aapornet.html and all
the messages ever posted on AAPORNET are available for searching or
browsing. The search page has a link to a help page which is comprehensive
and offers good tips.

If you haven't used the archives before, you'll have to create your own
password. This is tied to your aapornet email address and has no relation to
the password for AAPOR's web site member-only area. There is a link at the
top of the page to guide you in creating it.

Best,
Shapard Wolf
Chair, Publications and Information Committee

(PS--for everyone--when you reply to a digest, please change the subject
line to reflect the actual content)

>From: Bill Sherman <sherman-bill@earthlink.net> to AAPORNET

>I am an AAPOR member and former NORC senior project manager. I'm currently
>looking for f/t
>employment as well as freelance/contracting work in polling/social
>science/marketing research.
>Would it be OK to post to AAPORNET letting members know of my availability
>for f/t and
>temporary work? If so, is there a preferred protocol or format for writing
>this type of job-seeker
>posting? Please advise. Thank you.

>Bill Sherman
>sherman-bill@earthlink.net
>Mobile: 773 960-3063

===

Dear AAPORNetters,

We have finalized our speaker for the September 6th CMOR Government Affairs
conference. He is CMOR and AAPOR member Chris Wilson of Wilson Research
Strategies, whose vast experience will no doubt be of great benefit to all
of our attendees.

Many thanks to those who responded.

If you're interested in attending, now that you know we'll address polling
issues among many other aspects of survey research, please see the
registration link at http://cmor.org/GA_September_2005.pdf

Privacy, data breach/identity theft (a hot issue on the Hill right now),
Personally Identifiable Information, online issues, FTC enforcement major
laws, and a true Washington style evening reception (meaning plenty of
alcohol)...these will all be part of the event. I hope many of you can make
it!

All best,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <mailto:bdautch@cmor.org>

-----Original Message-----
From: Brian Dautch [mailto:bdautch@cmor.org]
Sent: Monday, July 11, 2005 10:46 AM
To: AAPORNET@asu.edu
Subject: Speaking of AAPOR and push polls...

Dear AAPORNetters,

On September 6th, CMOR is holding a Government Affairs conference here in
Washington. For one aspect of this event, we're looking for someone who's
willing to speak about "political telemarketing" (aka push polling) as part
of a panel that will address a number of wide-ranging, big picture issues.

Ideally, we'd find someone who has thoughts about the impact and effect of
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media (phone, online, e-mail, etc.)?   Does the presence of push polling
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"legitimate" to mean properly conducted scientific polling, by AAPOR
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These are just a few examples of the issues we'd like to expose our audience
to. Any AAPORNetters who are willing and able to help us out on this are
encouraged to contact me offline, and I'll be happy to share more details.

Thanks for your time,
Brian

Brian Dautch
Director of Government Affairs

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Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <mailto:bdautch@cmor.org>

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Mick Couper

Sent: Saturday, July 09, 2005 8:17 AM
To: AAPORNET@asu.edu
Subject: Re: My thoughts on defining a push-poll

AAPOR already has a statement on push polls, although it is admittedly a
little hard to find on the website. If you click on "News and issues"
and then "press releases", the PDF of the 2003 statement is there.
Here's the long URL:
http://www.aapor.org/default.asp?ID=26&page=news_and_issues/press_releas
es_and_official_statements

Cheers,

Mick Couper

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Sand Mtn Comm
Sent: Friday, July 08, 2005 3:19 PM
To: AAPORNET@asu.edu
Subject: My thoughts on defining a push-poll

I would consider the following factors in evaluating whether something
is a push-poll:

1.   An unreasonably-large or well-targeted sample. Either you're
"asking" the questions of far too many people for it to be a sample, or
you're targeting too-narrowly for it to be a sample. Examples would be
phoning 50% of a given district's voters with a push message, or
calling every identifiable senior voter. It would be impossible to give
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statewide campaigns where we're targeting direct mail. And voter
identification can be a legitimate campaign tool that is used to
determine vote preference among a large percentage of a district.

2.   Short length is not dispositive. As a political consultant, in
the
final stage of a campaign, we're often asking only one-to-three
questions in our rolling-sample overnights. But short length may be a
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in fact a push-poll.

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that there is no legitimate question being asked. "How much less
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smut-peddling, dope-smoking, puppy-killing child molester" is pretty
suspect, while "Would you be more or less likely to vote for John Smith
if you knew that as a city councilman, he voted three years in a row to
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"If

you knew John Smith was a dope-smoking hippie..." may be true if the candidate in question smoked marijuana once at a party in college in 1964, but it's not relevant to the race, and is only asked to smear the candidate.

5.   Timing is more relevant if it is done very late in the campaign, so
late that it could not possibly be used for message targeting.

6.   Another targeting issue. If a negative message about candidate X is
put out only to identified supporters of candidate X in an attempt to suppress his voter's turnout, then it is easier to call it a push-poll.

7.   Motive is the key, but you can only judge motive by looking at what
you know about the call.

I'll think of three more things the moment I send this, but will let it rest for a little bit.

It might be worth forming a committee to see if we can come up with a definition of push-polling and possibly an advisory body to make determinations.

Best wishes to all for an enjoyable weekend.

Todd Rehm

===
Date: Tue, 12 Jul 2005 18:13:18 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Joe Belden memorials
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"

Content-transfer-encoding: 7bit

I want to thank the many friends in AAPOR who have sent me sweet and
thoughtful messages and telephoned to talk about my father's recent death.
He had a full, productive, loved life, and will be missed greatly.

We had a beautiful memorial in Dallas last week for family, friends, and
Belden Associates folks. There will be another memorial (military!) at
Arlington Cemetery on September 7 at 9:00 am, followed by a reception still
in the planning stages. You are welcome, and if you do plan to come to
this, please let me know so we can confirm the date, time and details. I
will send you more information closer to the date.

Some have asked about sending donations. Daddy had Parkinson's which robbed
him of his ability to speak and move - changing a lively, go getter into a
captive in his body. My suggestion is to 1) support candidates who will
support stem cell research; and 2) support the Parkinson's Action Network,
the political arm of the movement to do something about the disease. [
www.parkinsonaction.org]

Again, thank you all for your kind words and good wishes.

Nancy Belden

Belden Russonello & Stewart
1320 19th Street NW, Suite 700
Washington, DC 20036
202.822.6090 work
202.537.1868 home
202.537.1969 mobile

==

Poll: Hansberger vulnerable to recall=20
Supervisor dismisses survey as an "amateurish' effort=20
By Edward Barrera
Inland Valley Daily Bulletin
Staff Writer=20

http://www.dailybulletin.com/Stories/0,1413,203~21481~2964191,00.html#
or
http://tinyurl.com/cw592

Wednesday, July 13, 2005 - SAN BERNARDINO - Results of a secretly
commissioned poll on Supervisor Dennis Hansberger does not bode well for
the embattled 18-year veteran, but its impact is unclear.

Surveying 250 registered voters in the San Bernardino County
supervisor's 3rd District, the pollster, Wilson Research Strategies,
concluded that Hansberger was likely to be recalled if a petition effort
is launched, according to an executive summary of the poll.=20

Hansberger dismissed the results of the poll as "amateurish,
junior-high-kind of politics."

"This poll was clearly done in a way to mislead voters. It's what's
called a push poll," he said. "You create an issue by raising the
concept to see if people will buy into it or see if you can be
intimidated to influence you to vote in a particular way. Then you get
the media to print it." A push poll is usually a negative campaign
tactic, including framing an issue to the desired result, and is
sometimes used to malign an opponent.

The actual wording of the questions were not part of the polling
company's executive summary.

Conducted June 28, the poll asked voters about Hansberger's job
effectiveness, his re-election chances in light of accusations that he
or a staff member released a confidential memo and probable voter
support of a recall effort. The poll also asked how likely voters would
be to support Assemblyman Bill Emmerson, R-Rancho Cucamonga, or San
Bernardino Councilman Neil Derry to replace the supervisor if he was
ousted.

The company would not release who paid for the poll.

SNIP

Edward Barrera can be reached by e-mail at
edward.barrera@dailybulletin.com or by phone at (909) 483-9356
=20

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .

==

Date: Thu, 14 Jul 2005 11:15:19 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Advertising company buys majority stake in Luntz Research
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

http://newyorkbusiness.com/news.cms?id=3D11134

Omnicom to buy stake in political polling firm
by Ira Teinowitz, AdAge.com=20

Omnicom Group is acquiring 70% of Luntz Research, the Washington, D.C.,
polling firm headed by Frank Luntz, one of the capital's best known
political pollsters.=20

Omnicom also owns GMMB, a Democratic advertising firm in Washington and
three public relations firms with Washington clients -- Porter Novelli,
Ketchum and Fleishman Hillard. All four could tap into the resources of
new acquisition.=20

In a statement, Omnicom Chief Executive John Wren said the acquisition
reflected the strength of the research company. "Frank's company was
built on the principle that the best messages and the most effective
communications are those that use the language of the audience -- not
the language of the client. That approach served Frank well in politics
and we think it will work even better helping corporate clients
re-position their brands or address an ongoing crisis."=20

SNIP

(c)2005 Crain Communications Inc.=20

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

==

Date: Thu, 14 Jul 2005 10:12:14 -0500
Reply-To: Karen Retzer <Karenr@SRL.UIC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Karen Retzer <Karenr@SRL.UIC.EDU>

Subject: Response Rates in Affluent Areas
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable
Content-disposition: inline

While we have noticed that response rates in more affluent areas are lower =
than response rates in other areas, I have not been able to find an =
article that discusses this issue. Does anyone know of any literature =
(article, book, even a newspaper clipping) that references how affluent =
communities are sometimes not as responsive in completing surveys or =
conducting interviews? =20

If you could reply to me off-line that would be great.

Karen Retzer
Survey Research Laboratory
University of Illinois

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Thu, 14 Jul 2005 11:39:07 -0400
Reply-To: Jim Borton <jim.borton@TNS-GLOBAL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Borton <jim.borton@TNS-GLOBAL.COM>
Subject: Cell Phone-Only Households in France
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain

Does anyone have data on cell phone penetration in France? For example, the
proportion of cell phone-only households, demographics of these households,
etc. If not for France, than for other EU countries?

We recently completed a CATI survey of French households to estimate the
prevalence of a diabetes-related condition. I wonder how much coverage
error we may have by having missed cell phone-only households.

Your commnents, ideas, suggestions would be appreciated.

Thanks,

Jim Borton, MPH
Senior Research Manager
TNS Healthcare
9 Park Center Court
Owings Mills, MD 21117
410-559-0289 phone
410-559-0208 fax
www.tns-global.com

Date: Thu, 14 Jul 2005 12:04:46 -0400
Reply-To: "Hartman, Anne (NIH/NCI)" <Anne_Hartman@NIH.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Hartman, Anne (NIH/NCI)" <Anne_Hartman@NIH.GOV>
Subject: Re: Response Rates in Affluent Areas
Comments: To: Karen Retzer <Karenr@SRL.UIC.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

I would be interested in the responses to this information as well.

Anne

Anne M. Hartman
Biostatistician
Risk Factor Monitoring and Methods Branch
Applied Research Program
Division of Cancer Control and Population Sciences
National Cancer Institute
EPN 4005
6130 Executive Blvd MSC 7344
Bethesda, MD 20892-7344
Phone: 301-496-4970
FAX: 301-435-3710
E-Mail: ah42t@nih.gov
Web Page: <http://riskfactor.cancer.gov/>

-----Original Message-----
From: Karen Retzer [mailto:Karenr@SRL.UIC.EDU]
Sent: Thursday, July 14, 2005 11:12 AM
To: AAPORNET@asu.edu
Subject: Response Rates in Affluent Areas

While we have noticed that response rates in more affluent areas are lower
than response rates in other areas, I have not been able to find an article
that discusses this issue. Does anyone know of any literature (article,
book, even a newspaper clipping) that references how affluent communities
are sometimes not as responsive in completing surveys or conducting
interviews?

If you could reply to me off-line that would be great.

Karen Retzer
Survey Research Laboratory
University of Illinois

==

Date: Thu, 14 Jul 2005 11:16:07 -0500
Reply-To: Karen Retzer <Karenr@SRL.UIC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Karen Retzer <Karenr@SRL.UIC.EDU>
Subject: Recruiting Korean Americans in the Chicago area
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable
Content-disposition: inline

We are designing a study where we need to recruit Korean Americans in the =
Chicago area and ask them to take part in face-to-face interviews in our =
Chicago office. Have others had any experience in recruiting this =
population that might be helpful to us? We are open to all ideas =
including list samples, convenience samples, etc.

Thank you.
Karen Retzer
Survey Research Laboratory
University of Illinois=20

==

Date: Thu, 14 Jul 2005 12:45:12 -0400
Reply-To: AmyRSimon@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Amy Simon <AmyRSimon@AOL.COM>
Subject: Excellent Latina moderator?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

We're doing Western state focus groups among Latinas and I'm wondering if
anyone can recommend a really excellent Latina female moderator who is based
in
the West (we have references for folks from east but would like to keep
travel costs low).

Any suggestions for people you would strongly recommend would be very welcome.

Feel free to reply directly to me.

Thank you.

Amy

===
Date: Thu, 14 Jul 2005 10:36:56 -0700
Reply-To: Linda Bourque <lbourque@UCLA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Bourque <lbourque@UCLA.EDU>
Subject: response bias
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Dear AAPORNET colleagues:
        A colleague of mine just received a review of a proposal with two
following questions that I can't answer.

The first question is: "The possibility of recall bias is acknowledged,
however, the applicant does not expect this bias to occur differentially by
race. This expectation is not further supported. Can't recall be
influenced by stress?"
        My question to my AAPORNET colleagues is: is there any literature that
addresses recall bias by ethnicity or stress? This reviewer apparently
thinks there is.

The second question, which largely overlaps the first, is: "On a related
point, non-response to the survey can certainly be a function of stress
(those under stress are probably less likely to respond to the
survey). The sampling does not appear to account for the possibility of
differential non-response."
        Here, my question to AAPORNET is: is there any literature that examines
response rates by stress levels?

        Thank you in advance for any insights you can provide. Please address
replies directly to me at lbourque@ucla.edu.
Linda Bourque

===
Date: Thu, 14 Jul 2005 14:15:54 -0400
Reply-To: "Pettinico, George" <george.pettinico@UCONN.EDU>

I'd be very interested in any recommendation in this area as well
(Latina focus group moderator).

Please pass recommendations on to me also. THANKS.

George Pettinico
Center for Survey Research and Analysis
University of Connecticut
george.pettinico@uconn.edu

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Amy Simon
Sent: Thursday, July 14, 2005 12:45 PM
To: AAPORNET@asu.edu
Subject: Excellent Latina moderator?

We're doing Western state focus groups among Latinas and I'm wondering
if =20
anyone can recommend a really excellent Latina female moderator who is
based in=20
the West (we have references for folks from east but would like to keep

travel costs low).=20
=20
Any suggestions for people you would strongly recommend would be very =20
welcome.=20
=20
Feel free to reply directly to me.=20
=20
Thank you. =20
=20
Amy

AAPOR Web site now has AAPOR award winner information!
http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to:
aapornet-request@asu.edu

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==

Date: Thu, 14 Jul 2005 22:35:47 +0200
Reply-To: edithl@XS4ALL.NL
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: Re: response bias
Comments: To: Linda Bourque <lbourque@UCLA.EDU>
Comments: cc: aapornet@asu.edu
In-Reply-To: <6.0.2.0.2.20050714102726.0346e0c0@mail.ucla.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

It would be nice if a summary of answers is send to the list, as this is
of potential of interest for a large group

Warm regards, Edith
> Dear AAPORNET colleagues:
>   A colleague of mine just received a review of a proposal with two
> following questions that I can't answer.
>
> The first question is: "The possibility of recall bias is acknowledged,
> however, the applicant does not expect this bias to occur differentially
> by
> race. This expectation is not further supported. Can't recall be
> influenced by stress?"
>   My question to my AAPORNET colleagues is: is there any literature that
> addresses recall bias by ethnicity or stress? This reviewer apparently
> thinks there is.
>
> The second question, which largely overlaps the first, is: "On a related
> point, non-response to the survey can certainly be a function of stress
> (those under stress are probably less likely to respond to the
> survey). The sampling does not appear to account for the possibility of
> differential non-response."
>   Here, my question to AAPORNET is: is there any literature that examines
> response rates by stress levels?
>
>   Thank you in advance for any insights you can provide. Please address
> replies directly to me at lbourque@ucla.edu.
> Linda Bourque
>
> ---
> AAPOR Web site now has AAPOR award winner information!
> http://www.aapor.org
> Archives: http://lists.asu.edu/archives/aapornet.html .
> Problems?-don't reply to this message, write to: aapornet-request@asu.edu
>

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Thu, 14 Jul 2005 17:01:07 -0400

Reply-To: rsimm32573@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Robert O. Simmons" <rsimm32573@AOL.COM>
Subject: Existence and Quality of Proxy Reports
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"

Does anyone know of surveys that asked parents whether their adult children
voted in the last election? (I don't mean the 2004 election, just any
election that was the most recent at the time of the survey.) If not, I'll
settle for surveys that asked parents about other behavior by their children
or spouses. I'm trying to ascertain the accuracy of such answers and suspect
it is even worse than people's reports of their own socially desirable and
taboo behaviors.

Thanks,
Rob Simmons
DMDC
Arlington, VA 22209
Robert.Simmons@osd.pentagon.mil
rsimm32573@aol.com

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Fri, 15 Jul 2005 04:18:13 -0400
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Subject: Re: Cell Phone-Only Households in France
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-
type=original
Content-transfer-encoding: 7bit

My understanding from French assn contacts is that cell phone only is about
15%. Diane
----- Original Message -----
From: "Jim Borton" <jim.borton@TNS-GLOBAL.COM>
To: <AAPORNET@asu.edu>
Sent: Thursday, July 14, 2005 11:39 AM
Subject: Cell Phone-Only Households in France

> Does anyone have data on cell phone penetration in France? For example,
> the
> proportion of cell phone-only households, demographics of these
> households,
> etc. If not for France, than for other EU countries?

>
> We recently completed a CATI survey of French households to estimate the
> prevalence of a diabetes-related condition. I wonder how much coverage
> error we may have by having missed cell phone-only households.
>
> Your commnents, ideas, suggestions would be appreciated.
>
> Thanks,
>
> Jim Borton, MPH
> Senior Research Manager
> TNS Healthcare
> 9 Park Center Court
> Owings Mills, MD 21117
> 410-559-0289 phone
> 410-559-0208 fax
> www.tns-global.com
>
> --
> AAPOR Web site now has AAPOR award winner information!
> http://www.aapor.org
> Archives: http://lists.asu.edu/archives/aapornet.html .
> Problems?-don't reply to this message, write to: aapornet-request@asu.edu
>

Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
===
Date: Fri, 15 Jul 2005 07:45:46 -0600
Reply-To: Ed Ledek <eledek@WESTERNWATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ed Ledek <eledek@WESTERNWATS.COM>
Subject: 2005 PAPOR Conference
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Do you enjoy public opinion research? Do you want a break from your =
daily routine? Then please make plans to join us at our upcoming annual =
conference.

The Pacific chapter invites all interested parties to our conference in =
San Francisco, CA this coming 15-16 December at the Hyatt Fisherman's =
Wharf. We will meet in a relaxed atmosphere and learn from some of the =
keenest minds in public opinion research today. We encourage you to =
make your reservations at www.hyatt.com or by calling the hotel directly =
at 415-486-4406. Be sure to let them know you are with the PAPOR =
conference in order to book at our rate of $139.00 per night for =
single/double occupancy. =20

In order to gauge the caliber of the event, please go to our website =
(www.papor.org) and peruse or download presentations from the 2004 PAPOR =
conference. If you would like more information, please contact our =
chapter President, Jon Cohen (jon.cohen@abc.com) or Conference Chair, Ed =
Ledek (eledek@westernwats.com) with your questions.

We hope to see you in San Francisco!

Ed

Ed Ledek
VP, Business Development
Western Wats
www.westernwats.com
801-379-4000 direct
801-592-1943 cell

===

JOB ANNOUNCEMENT

The Division of Science Resources Statistics (SRS) within the National
Science Foundation (NSF) announces two position openings for a Survey
Manager and a Survey Analyst. Both positions are permanent and are
available at a GS-13 or AD-2 level. The deadline for application is August
11, 2005. Relocation expenses will be paid.

The Survey Manager is responsible for planning, directing and evaluating all
aspects of a nationwide establishment survey of universities and colleges.
The full announcement description and directions for applying for the AD-2
position can be found at   http://nsf.gov/pubs/2005/e20050106/e20050106.txt
and the GS-13 position can be found at
https://jobs.quickhire.com/scripts/NSF.exe/runjobinfo?aOrg=1&aJob=625&Userna
me=~BROWSE~&ORGIMG=nsf4c.gif.

The Survey Analyst is responsible for conducting detailed analyses of survey
data results and preparing analystic reports and data releases for the
public. The full announcement description and directions for applying for
the AD-2 position can be found at

http://nsf.gov/pubs/2005/e20050105/e20050105.txt and the GS-13 position can be found at https://jobs.quickhire.com/scripts/NSF.exe/runjobinfo?aOrg=1&aJob=624&Username=~BROWSE~&ORGIMG=nsf4c.gif.

For addtional information call Yvonne Woodward at NSF on 703-292-4386 or ywoodwar@nsf.gov.

* * * * * * * * * * * * * * * * *
Jeri Mulrow
Senior Mathematical Statistician
Division of Science Resources Statistics
National Science Foundation
4201 Wilson Blvd, Suite 965
Arlington, VA   22230
703-292-4784
* * * * * * * * * * * * * * * *

==
Date: Mon, 18 Jul 2005 11:52:23 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: When Push Poll Calls, Push Phone Away
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

When Push Poll Calls, Push Phone Away
Greenwich Citizen.
http://tinyurl.com/brldk

SNIP

Push polls are defined by the American Association of Political Consultants (AAPC) as tactics "where phone calls aimed at voter persuasion are dishonestly presented as surveys of public opinion."=20

The most notorious example is from the 2000 Republican presidential primaries, when it is alleged George W. Bush's campaign conducted telephone polls asking people "Would you be more or less likely to vote for John McCain for president if you knew he had fathered an illegitimate black child?"

Such a question is asked not to garner information on voter tendencies, the true goal of a legitimate poll, but to assassinate the character of

a political opponent. For this reason, push polls tend to be short and often do not request any demographic information from the person being called no analysis is done of anyone's answers. For push polls to be effective, the "pollster" needs to make as many calls as possible. A push poll will be a weak tactic in a presidential campaign that needs to sway tens of millions of voters. It is far more effective in a local election.

In nearby New Canaan, the Republican caucus is just over a week away, leading up to this November's election of the Town Council, Board of Education, Board of Selectmen and, of course, first selectman. Thankfully, that community's citizenry may be far too sophisticated to be swayed by the illegitimate tactic of push-polling, which the AAPC has condemned. (Visit http://www.theaapc.org/-content/resources/statement.asp for the AAPC's statement on push-polling.)

<actually appears to be at http://www.theaapc.org/content/resources/statement.asp>

SNIP

Remember: Legitimate poll calls always begin with the caller identifying the name of his firm or research center. Hang up if the caller does not do this. Legitimate polls tend to last no less than five minutes and can run as long as 30 minutes. Push polls, because of their need to reach as many people as possible, typically last 30 to 60 seconds. If a "poll" is this brief and seems to ask only one or two questions that seem to provide a negative piece of information about a candidate, you should lend no weight to that information. (John McCain and his wife adopted an Asian child. There is no evidence he has fathered an out-of-wedlock child.)

SNIP

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
===
Date: Mon, 18 Jul 2005 15:09:41 -0400
Reply-To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Thomas M. Guterbock" <tmg1p@CMS.MAIL.VIRGINIA.EDU>
Subject: Looking for scales: health literacy, reading literacy
Comments: To: AAPORnet List server <aapornet@asu.edu>

Comments: cc: "macintosh, anna" <aem3g@virginia.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

Fellow 'netters:
   For a study we are doing on how health consumers prefer to receive health
information, I am in search of short, well-tested scales that would be
usable in a telephone instrument. I need a scale of a few items to test
'health literacy.' And I'm looking also for a way to test reading literacy
(specifically, prose literacy) on the phone. Any leads or ideas, including
references to longer scales that we might adapt, would be greatly
appreciated.
   Respond to me directly, off list, and I'll gladly summarize for the list.
TIA.

                                        Tom Guterbock

Thomas M. Guterbock   Voice: (434)243-5223
Director   CSR Main Number: (434)243-5222
Center for Survey Research   FAX: (434)243-5233
University of Virginia   EXPRESS DELIVERY: 2400 Old Ivy Road
P. O. Box 400767   Suite 223
Charlottesville, VA 22904-4767   Charlottesville, VA 22903
            e-mail: TomG@virginia.edu

===
Date: Mon, 18 Jul 2005 16:15:56 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Teen cynicism is byproduct of college application process
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Have some cheese with that whine, sonny . . . .

from the July 18, 2005 edition - =
http://www.csmonitor.com/2005/0718/p09s02-coop.html=20

Teen cynicism is byproduct of college application process
By Kevin Zhou
DANVILLE, CALIF. - Beginning sophomore year in high school, I started to =
notice a shift in my peers' behavior. With college applications right =
around the corner, many of my friends began to feverishly stockpile =

volunteer hours and organize fundraisers - all in the name of being = admitted into a dream university and not, unfortunately, because of the = altruism usually associated with helping other people.

Watching the Live 8 concert on TV earlier this month highlighted for me = the negative side effects the college application process has already = had on my peers. A call to youth to take a more proactive stance against = global suffering and poverty, the epic event drew many teenagers. But = many of them didn't seem to be aware of the important issues the concert = was intended to address.

Ironically, I think this was simply because American teenagers are = consumed with the process of getting into a good college, and - in turn = - doing well in life. Most American teenagers want to learn and want to = help, as evidenced by their enthusiastic and substantial presence at the = Philadelphia edition of Live 8. But their desire to help is inhibited by = the time they must devote to fattening their r=E9sum=E9s and maintaining = their immaculate transcripts.

As a high school senior, I have witnessed the hysteria surrounding = college applications. With colleges demanding higher and higher = standards for each successive class of incoming freshmen, teenagers are = forced to stay up until the wee hours of the morning, making flashcards = for those hard-to-remember SAT vocabulary words, copying lists of = formulas for their calculus class, or studying for one of their many = advanced placement classes.

And when they're not doing any of those tasks, high schoolers are = packing the few remaining hours of their schedules with piano lessons, = speech and debate camps, or any other activity they believe to be = enticing to the selection committee.

This mentality precludes many teenagers from keeping up with what is = happening beyond where they live. High-schoolers I know rarely, if ever, = read newspapers or news magazines, simply because they don't have the = time to do so. In most cases, the only news they hear comes from a = superficial, 30-minute program on one of the 24-hour news networks. They = simply can't stay up to date with current events, nor can they fully = engage themselves in a worthy cause.

The extent of many American teenagers' lack of knowledge was revealed, = for me, at what was perhaps the most dramatic moment of the Live 8 = concert. Entertainer Will Smith announced that a child dies in Africa = every three seconds, and it appeared - from the looks on their faces, = captured on TV - that many of the young concertgoers were shocked by = this remark.

However, given the extreme magnitude of poverty in Africa - as well as = the millions who have died in recent years from conflicts in Rwanda, = Sudan, and the Congo - it was disappointing that so many young people = were unaware of the dire circumstances of many Africans prior to the = concert.

But even high-schoolers aware of such conditions seem motivated to help =

more because they'd like to boost their chances of getting into a top =
school than because they genuinely care about those in need.

After the tsunami last winter, a group of students from my school =
decided to organize a fundraiser for the survivors of the catastrophe. =
While this appeared to be a noble endeavor, they told me that they had =
decided to pursue this option as opposed to simply donating money to =
UNICEF or to the International Red Cross so that they could have one =
more thing to add to their r=E9sum=E9. I heard a similar story from a =
girl who volunteered at a local hospital. She was not performing the =
community service for the satisfaction of helping someone else, or for =
the desire to learn more about the medical field. She was, as she =
bluntly said, doing it "for college."

As the nation's youth, we must realize that we have the ability to enact =
change in society - and we should act on that ability, in spite of the =
pressure we may face from colleges to build our r=E9sum=E9s. Whether it =
be raising money to combat poverty and AIDS in developing nations, or =
speaking out to influence the policies of our elected officials, we need =
to do whatever is in our power to help those who are less fortunate than =
us.

But students should pursue altruistic endeavors for the right reasons. =
Instead of mechanically raising money in an effort to catch the eye of a =
prestigious university's admissions board, students need to change their =
fundamental mind-sets. They ought to care about how their actions will =
affect the lives of those starving in developing countries and educate =
themselves on why those people are suffering.

While some may argue that a divergence from such a philosophy is a =
necessary evil for gaining admittance to an elite college, the moral =
strength and leadership skills that students will develop by making a =
difference in the world will be invaluable to them in the future.

During the Live 8 concert, Bono, the lead singer of U2, said, "The rock =
stars and hip-hop stars can't change anything, but the audience can." To =
truly change anything, my generation needs to start caring more about =
what we are doing and less about how it will affect our college =
applications.

* Kevin Zhou is a student at Monte Vista High School in Danville, Calif. =

Full HTML version of this story which may include photos, graphics, and =
related links

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

==

Date: Mon, 18 Jul 2005 14:03:01 -0700
Reply-To: hstuart@elwayresearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "H. Stuart Elway" <hstuart@ELWAYRESEARCH.COM>
Subject: Intercept Surveys at Trial
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: 7bit

BlankDoes anyone have any experience, advice about using results from
intercept interviews as evidence in a trial? A public agency wants to
condemn a privately owned parking lot next to a mall in order to construct a
transit facility. The lot owner is suing and the agency wants to determine
the use patterns of that lot with a survey. Intercept seems like the only
practical way to interview users of the parking lot, but would be fairly
easy to discredit in court.
    Thank you for any advice.
H.Stuart Elway
Elway Research, Inc.
206/264-1500 x14

==

Date: Mon, 18 Jul 2005 17:16:40 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: Teen cynicism is byproduct of college application process
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Whoops - that posting was meant for another group, mea culpa.

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209
=20

> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
> Sent: Monday, July 18, 2005 4:16 PM
> To: AAPORNET@asu.edu
> Subject: Teen cynicism is byproduct of college application process
>=20
> Have some cheese with that whine, sonny . . . .
>=20
>=20
> from the July 18, 2005 edition -=20
> http://www.csmonitor.com/2005/0718/p09s02-coop.html=20
>=20
> Teen cynicism is byproduct of college application process By=20
> Kevin Zhou DANVILLE, CALIF. - Beginning sophomore year in=20
> high school, I started to notice a shift in my peers'=20
> behavior. With college applications right around the corner,=20
> many of my friends began to feverishly stockpile volunteer=20
> hours and organize fundraisers - all in the name of being=20
> admitted into a dream university and not, unfortunately,=20
> because of the altruism usually associated with helping other people.
>=20
> Watching the Live 8 concert on TV earlier this month=20
> highlighted for me the negative side effects the college=20
> application process has already had on my peers. A call to=20
> youth to take a more proactive stance against global=20
> suffering and poverty, the epic event drew many teenagers.=20
> But many of them didn't seem to be aware of the important=20
> issues the concert was intended to address.
>=20
> Ironically, I think this was simply because American=20
> teenagers are consumed with the process of getting into a=20
> good college, and - in turn - doing well in life. Most=20
> American teenagers want to learn and want to help, as=20
> evidenced by their enthusiastic and substantial presence at=20
> the Philadelphia edition of Live 8. But their desire to help=20
> is inhibited by the time they must devote to fattening their=20
> r=E9sum=E9s and maintaining their immaculate transcripts.
>=20
> As a high school senior, I have witnessed the hysteria=20
> surrounding college applications. With colleges demanding=20
> higher and higher standards for each successive class of=20
> incoming freshmen, teenagers are forced to stay up until the=20
> wee hours of the morning, making flashcards for those=20
> hard-to-remember SAT vocabulary words, copying lists of=20
> formulas for their calculus class, or studying for one of=20
> their many advanced placement classes.
>=20
> And when they're not doing any of those tasks, high schoolers=20
> are packing the few remaining hours of their schedules with=20
> piano lessons, speech and debate camps, or any other activity=20
> they believe to be enticing to the selection committee.
>=20
> This mentality precludes many teenagers from keeping up with=20
> what is happening beyond where they live. High-schoolers I=20

> know rarely, if ever, read newspapers or news magazines,=20
> simply because they don't have the time to do so. In most=20
> cases, the only news they hear comes from a superficial,=20
> 30-minute program on one of the 24-hour news networks. They=20
> simply can't stay up to date with current events, nor can=20
> they fully engage themselves in a worthy cause.
>=20
> The extent of many American teenagers' lack of knowledge was=20
> revealed, for me, at what was perhaps the most dramatic=20
> moment of the Live 8 concert. Entertainer Will Smith=20
> announced that a child dies in Africa every three seconds,=20
> and it appeared - from the looks on their faces, captured on=20
> TV - that many of the young concertgoers were shocked by this remark.
>=20
> However, given the extreme magnitude of poverty in Africa -=20
> as well as the millions who have died in recent years from=20
> conflicts in Rwanda, Sudan, and the Congo - it was=20
> disappointing that so many young people were unaware of the=20
> dire circumstances of many Africans prior to the concert.
>=20
> But even high-schoolers aware of such conditions seem=20
> motivated to help more because they'd like to boost their=20
> chances of getting into a top school than because they=20
> genuinely care about those in need.
>=20
> After the tsunami last winter, a group of students from my=20
> school decided to organize a fundraiser for the survivors of=20
> the catastrophe. While this appeared to be a noble endeavor,=20
> they told me that they had decided to pursue this option as=20
> opposed to simply donating money to UNICEF or to the=20
> International Red Cross so that they could have one more=20
> thing to add to their r=E9sum=E9. I heard a similar story from a=20
> girl who volunteered at a local hospital. She was not=20
> performing the community service for the satisfaction of=20
> helping someone else, or for the desire to learn more about=20
> the medical field. She was, as she bluntly said, doing it=20
> "for college."
>=20
> As the nation's youth, we must realize that we have the=20
> ability to enact change in society - and we should act on=20
> that ability, in spite of the pressure we may face from=20
> colleges to build our r=E9sum=E9s. Whether it be raising money to=20
> combat poverty and AIDS in developing nations, or speaking=20
> out to influence the policies of our elected officials, we=20
> need to do whatever is in our power to help those who are=20
> less fortunate than us.
>=20
> But students should pursue altruistic endeavors for the right=20
> reasons. Instead of mechanically raising money in an effort=20
> to catch the eye of a prestigious university's admissions=20
> board, students need to change their fundamental mind-sets.=20
> They ought to care about how their actions will affect the=20
> lives of those starving in developing countries and educate=20
> themselves on why those people are suffering.

>=20
> While some may argue that a divergence from such a philosophy=20
> is a necessary evil for gaining admittance to an elite=20
> college, the moral strength and leadership skills that=20
> students will develop by making a difference in the world=20
> will be invaluable to them in the future.
>=20
> During the Live 8 concert, Bono, the lead singer of U2, said,=20
> "The rock stars and hip-hop stars can't change anything, but=20
> the audience can." To truly change anything, my generation=20
> needs to start caring more about what we are doing and less=20
> about how it will affect our college applications.
>=20
> * Kevin Zhou is a student at Monte Vista High School in=20
> Danville, Calif.=20
>=20
> Full HTML version of this story which may include photos,=20
> graphics, and related links
>=20
> --
> Leo G. Simonetta
> Research Director
> Art & Science Group, LLC
> 6115 Falls Road, Suite 101
> Baltimore MD 21209
>=20
> --
> Archives: http://lists.asu.edu/archives/aapornet.html
> Vacation hold? Send email to listserv@asu.edu with this text:
> set aapornet nomail
> On your return send this: set aapornet mail
>=20

Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
===

    Some grown-up support for Mr. Zhou's lament is found in David Mindich's
book "Tuned Out: Why Americans Under 40 Don't Follow the News." Restoring
high school civics training and making it a college entrance requirement

are among his recommendations.

===
Philip Meyer, Knight Chair in Journalism
University of North Carolina at Chapel Hill
Voice: 919 962-4085   Fax: 919 962-1549
Cell: 919 906-3425   URL: www.unc.edu/~pmeyer
===

(2005.07.19, 05:33)

> Does anyone have any experience, advice about using results from
> intercept interviews as evidence in a trial?

Check out "Trial by survey: survey evidence and the law" (Ruth M.
Corbin, A. Kelly Gill and R.Scott Jolliffe; Carswell; 2000) and the
references used in it, particularly section 2 of chapter 3 entitled
"Pertinent demographic population". This book is cast in the Canadian
context and I'm sure American equivalents exist.

While this should not be construed as advice, I would say that wanting
to "determine the use patterns of that [parking] lot" cries for some
observation statistics (so many cars parked at such a time) and some
survey statistics with parking users. I think that basing such a
survey on a carefully implemented systematic sample of users is quite
acceptable (insist on the words "carefully" and "systematic", though).

Beno=EEt Gauthier, mailto:gauthier@circum.com
R=E9seau Circum inc. / Circum Network Inc.

Nouvelles/News http://circum.com

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+1 819.770.2423 t=E9lec. fax: +1 819.770.5196

=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=

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http://c2005.evaluationcanada.ca/
http://evaluationcanada.ca/
http://simulation.evaluationcanada.ca/

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
==
Date: Tue, 19 Jul 2005 09:00:46 -0400
Reply-To: "Naik, Karen" <knaik@INCHARGE.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Naik, Karen" <knaik@INCHARGE.ORG>
Subject: Re: Intercept Surveys at Trial
Comments: To: hstuart@elwayresearch.com, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

To document usage patterns, I would suggest a surveillance camera in
place for at least 30 days, recording activity on the premises. Someone
would have the arduous task of summarizing the activities; however, it
would be considered real evidence.

Karen Naik
Senior Research Analyst
InCharge Institute

-----Original Message-----
From: H. Stuart Elway [mailto:hstuart@ELWAYRESEARCH.COM]=20
Sent: Monday, July 18, 2005 5:03 PM
To: AAPORNET@asu.edu
Subject: Intercept Surveys at Trial

BlankDoes anyone have any experience, advice about using results from
intercept interviews as evidence in a trial? A public agency wants to
condemn a privately owned parking lot next to a mall in order to
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determine
the use patterns of that lot with a survey. Intercept seems like the
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practical way to interview users of the parking lot, but would be fairly
easy to discredit in court.
    Thank you for any advice.
H.Stuart Elway
Elway Research, Inc.
206/264-1500 x14

===

Date: Tue, 19 Jul 2005 10:02:34 -0400
Reply-To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Thomas M. Guterbock" <tmg1p@CMS.MAIL.VIRGINIA.EDU>
Subject: Re: Intercept Surveys at Trial
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <96168158.20050719053943@circum.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Would it be possible to systematically sample the parked cars, copy down=20
their license numbers, then obtain information on the registered owners of=20
the cars from DMV, and finally survey the owners by mail (or by phone,=20
after Telematching the household addresses)? I think you'd have to pay DMV=20
for the driver info, but it is not considered private info. The sample of=20
parked cars would need to take into account that cars parked for longer=20
hours have a greater chance of being counted, so you might need to do more=20
than one listing each day, to catch the transient parkers. That procedure=20
would pass scientific muster, I would think.
                              Tom

--On Tuesday, July 19, 2005 5:39 AM -0400 Benoit Gauthier=20
<gauthier@CIRCUM.COM> wrote:

> (2005.07.19, 05:33)
>
>> Does anyone have any experience, advice about using results from
>> intercept interviews as evidence in a trial?
>
> Check out "Trial by survey: survey evidence and the law" (Ruth M.
> Corbin, A. Kelly Gill and R.Scott Jolliffe; Carswell; 2000) and the
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> context and I'm sure American equivalents exist.
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> survey statistics with parking users. I think that basing such a
> survey on a carefully implemented systematic sample of users is quite
> acceptable (insist on the words "carefully" and "systematic", though).
>

>
> Beno=EEt Gauthier, mailto:gauthier@circum.com
> R=E9seau Circum inc. / Circum Network Inc.
>
> Nouvelles/News http://circum.com
>
> 74, rue du Val-Perch=E9, Gatineau, Qu=E9bec (Canada) J8Z 2A6
> +1 819.770.2423 t=E9lec. fax: +1 819.770.5196
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> http://c2005.evaluationcanada.ca/
> http://evaluationcanada.ca/
> http://simulation.evaluationcanada.ca/
>
> --
> AAPOR Web site now has AAPOR award winner information!
> http://www.aapor.org Archives:
> http://lists.asu.edu/archives/aapornet.html .
> Please ask authors before quoting outside AAPORNET.

Thomas M. Guterbock   Voice: (434)243-5223
Director   CSR Main Number: (434)243-5222
Center for Survey Research   FAX: (434)243-5233
University of Virginia   EXPRESS DELIVERY: 2400 Old Ivy Road
P. O. Box 400767   Suite 223
Charlottesville, VA 22904-4767   Charlottesville, VA 22903
            e-mail: TomG@virginia.edu

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Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
==
Date: Tue, 19 Jul 2005 15:25:23 +0100
Reply-To: "Moon, Nick" <nmoon@NOPWORLD.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Moon, Nick" <nmoon@NOPWORLD.COM>
Subject: Conference Announcement
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"

Joint WAPOR/ISSC Conference on International Social Surveys
November 9-11, 2005   Ljubljana, Slovenia

Second call for Papers/Registration Information
With generous support from the International Social Science Council of
UNESCO, WAPOR is organising a conference on the conduct of International
Social Surveys.

The goal of this conference is to bring together practitioners in the field
to discuss the issues involved in multi-country surveys. It is intended to
be more of a sharing of ideas than a purely didactic session, but those
merely wishing to learn will of course be welcome. The provisional list of
topics includes:
* sample sizes and frames for different countries
* problems of translation
* differences in response rates
* combining surveys using different modes of interviewing
* developing multi-country coding frames
* concepts of social class and occupation coding
* the role of technology

There will also be a session devoted to planning for further collaboration
and coordination between those involved in international surveys

The deadline for paper synopses has been extended to 15 August.

The conference will start with registration and a welcome dinner on
Wednesday 9 November, with the formal conference sessions taking place on
Thursday and Friday 10 and 11 November. There will be an optional closing
dinner at a local restaurant on Friday.

The registration fee will be EUR100 for bookings before 25 August, and
EUR125 for later bookings. The registration fee includes dinner on Wednesday
and Thursday, lunch on Thursday and Friday, and coffee breaks.

The conference will be held at the City Hotel Turist, near the old part of
town. The hotel is offering delegates a special bed and breakfast rate of
EUR61.40 single and EUR99 double.

Travel bursaries of $500-$1000 (depending on the number of requests) will be
available for delegates from developing countries.

Ljubljana is a charming old town ("the New Prague") in Slovenia, with good
transportation links across Europe. The local airport has flights to cities
including Zurich, London, Paris, Frankfurt and Rome, and Ljubljana is only
150 miles from Venice and 240 miles from Vienna.

The registration form is available at www.wapor.org. Individuals interested
in presenting a paper should send a one-page outline to Nick Moon
(nmoon@nopworld.com) by August 15.

Nick Moon
Director, NOP Social and Political
245 Blackfriars Road, London SE1 9UL
tel 020 7890 9830 fax 020 7890 9589
<http://www.nopworld.com/>

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
==
Date: Tue, 19 Jul 2005 10:51:42 -0400
Reply-To: Michael Bocian <michael_bocian@HOTMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Bocian <michael_bocian@HOTMAIL.COM>
Subject: mixed mode studies
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed

One of my colleagues is looking for studies of mixed mode surveys. He is
particularly interested in studies that use a combination of phone and
internet surveys. If anyone can point us in the right direction, I would
greatly appreciate it.

Mike Bocian

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
==
Date: Tue, 19 Jul 2005 17:35:49 +0200
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>

p.s.
Link and Mokdad did some nice experimental studies comparing web, mail,
telephone on heath issues and alcohol consumption. The result are
forthcoming in Epidemiology and in journal of studies of alcohol. For more
details contact Michael Link at CDC

Edith
At 10:51 AM 7/19/2005 -0400, Michael Bocian wrote:
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>Mike Bocian
>
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>Please ask authors before quoting outside AAPORNET.
>

Dr. Edith D. de Leeuw, MethodikA
Plantage Doklaan 40, NL-1018 CN Amsterdam
tel + 31 20 622 34 38   fax + 31 20 330 25 97
e-mail edithl@xs4all.nl

        Save one child and you will save a whole generation
               http://www.live8live.com/list/
                   http://www.one.org/

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Please ask authors before quoting outside AAPORNET.
===

A good source on methodological issues on the web is:
        http://www.websm.org/

The main references I have are on mixes of mail and web (see also homepage
of Don Dillman http://survey.sesrc.wsu.edu/dillman/)
For background on mode comparison: Leah Christian together with Dillman
recently had an interesting article on "survey modes as a source of
instability" in Field Methods. I

I am now finishing my paper on mixed mode for the 20th anniversary issue of
JOS, which will be available on the JOS website (www.jos.nu) beginning
september
But I could send your colleague the manuscript version by e-mail if needed
(jus mail his/her address)
One of the most recent experimental comparisons between web and (CATI)
telephone I know of is by Oosterveld & Willems (2003) Two modalities one
answer? Combining internet ant CATI studies efefctively in market research.
It appeared in Fellows (eds) Technovate. Amsterdam: ESOMAR

Best Edith

Dr. Edith D. de Leeuw, MethodikA
Plantage Doklaan 40, NL-1018 CN Amsterdam
tel + 31 20 622 34 38   fax + 31 20 330 25 97
e-mail edithl@xs4all.nl

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>Archives: http://lists.asu.edu/archives/aapornet.html .
>Please ask authors before quoting outside AAPORNET.

===
Date: Tue, 19 Jul 2005 12:04:54 -0400
Reply-To: "Roe, David" <droe@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Roe, David" <droe@RTI.ORG>
Subject: Re: mixed mode studies
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

In addition to the health issues Edith mentions, Link and Mokdad have
also done work on Augmenting the BRFSS RDD Design with Mail and Web
Modes.

David J. Roe, M.A.
Methodologist
Program for Research in Survey Methodology
Survey Research Division
RTI International
3040 Cornwallis Rd. PO Box 12194
RTP, NC 27709-2194
Phone: 919-316-3598
Fax: 919-316-3866
droe@rti.org=20
www.rti.org=20

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Edith de Leeuw
Sent: Tuesday, July 19, 2005 11:36 AM
To: AAPORNET@asu.edu
Subject: Re: mixed mode studies

p.s.
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>Please ask authors before quoting outside AAPORNET.
>

Dr. Edith D. de Leeuw, MethodikA

Plantage Doklaan 40, NL-1018 CN Amsterdam
tel + 31 20 622 34 38   fax + 31 20 330 25 97
e-mail edithl@xs4all.nl

        Save one child and you will save a whole generation
                http://www.live8live.com/list/
                        http://www.one.org/

 =20

===
Date: Tue, 19 Jul 2005 09:18:59 -0700
Reply-To: Steve Johnson <stevej@NSDSSURVEY.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Johnson <stevej@NSDSSURVEY.ORG>
Subject: Re: Intercept Surveys at Trial
Comments: To: Benoit Gauthier <gauthier@circum.com>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

Before you start any of these procedures, I would recommend you look at the:
Manual for Complex Litigation from the federal judicial center (available
online: http/www.fjc.gov) and at: McCarthy on Trademarks and Unfair
Competition, Chapter X on Survey Evidence. Both of these sources give the
case law and are used to set the standard for survey evidence. Failure to
meet their standards opens up the possibility that you may be thrown out for
"junk science." We have done a fair amount of survey work in support of
litigation and I have had to defend this work several times. You will be
much better off if you learn what arguments to make and put them out in
front of your court submission. In the last case I did, the opposition was
preparing a junk science defense and settled after reading our submission.
Best of luck.
Steve Johnson, Ph.D.
President, Northwest Survey & Data Services
----- Original Message -----
From: "Benoit Gauthier" <gauthier@CIRCUM.COM>
To: <AAPORNET@asu.edu>
Sent: Tuesday, July 19, 2005 2:39 AM
Subject: Re: Intercept Surveys at Trial

(2005.07.19, 05:33)

> Does anyone have any experience, advice about using results from
> intercept interviews as evidence in a trial?

Check out "Trial by survey: survey evidence and the law" (Ruth M.
Corbin, A. Kelly Gill and R.Scott Jolliffe; Carswell; 2000) and the
references used in it, particularly section 2 of chapter 3 entitled
"Pertinent demographic population". This book is cast in the Canadian
context and I'm sure American equivalents exist.

While this should not be construed as advice, I would say that wanting
to "determine the use patterns of that [parking] lot" cries for some
observation statistics (so many cars parked at such a time) and some
survey statistics with parking users. I think that basing such a
survey on a carefully implemented systematic sample of users is quite
acceptable (insist on the words "carefully" and "systematic", though).

Benoît Gauthier, mailto:gauthier@circum.com
Réseau Circum inc. / Circum Network Inc.

Nouvelles/News http://circum.com

74, rue du Val-Perché, Gatineau, Québec (Canada) J8Z 2A6
+1 819.770.2423 télec. fax: +1 819.770.5196

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http://c2005.evaluationcanada.ca/
http://evaluationcanada.ca/
http://simulation.evaluationcanada.ca/

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Jon Krosnick also has an excellen paper on comparing oral interviewing and
self-administered computerized questionnaires that can be downloaded at

http://communication.stanford.edu/faculty/Krosnick/Tel%20Int%20Mode%20Experime nt.pdfZsolt***Zsolt NyiriLecturer &Doctoral Student (ABD)Department of Political ScienceUniversity of Connecticut341 Mansfield Road, U-1024Storrs, CT 06269- 1024http://sp.uconn.edu/~zsn98001/T: 860.429.7912***----- Original Message -----From: "Roe, David" <droe@RTI.ORG>To: <AAPORNET@asu.edu>Sent: Tuesday, July 19, 2005 12:04 PMSubject: Re: mixed mode studies> In addition to the health issues Edith mentions, Link and Mokdad have> also done work on Augmenting the BRFSS RDD Design with Mail and Web> Modes.>> David J. Roe, M.A.> Methodologist> Program for Research in Survey Methodology> Survey Research Division> RTI International> 3040 Cornwallis Rd. PO Box 12194> RTP, NC 27709-2194> Phone: 919-316-3598> Fax: 919-316-3866> droe@rti.org> www.rti.org>> -----Original Message-----> From: AAPORNET [mailto:AAPORNET@as!

 u.edu] On Behalf Of Edith de Leeuw> Sent: Tuesday, July 19, 2005 11:36 AM> To: AAPORNET@asu.edu> Subject: Re: mixed mode studies>>> p.s.> Link and Mokdad did some nice experimental studies comparing web, mail,> telephone on heath issues and alcohol consumption. The result are> forthcoming in Epidemiology and in journal of studies of alcohol. For> more> details contact Michael Link at CDC>> Edith> At 10:51 AM 7/19/2005 -0400, Michael Bocian wrote:>>One of my colleagues is looking for studies of mixed mode surveys. He>>is particularly interested in studies that use a combination of phone>>and internet surveys. If anyone can point us in the right direction, I>>would greatly appreciate it.>>>>Mike Bocian>>>>-- >>AAPOR Web site now has AAPOR award winner information!>>http://www.aapor.org>>Archives: http://lists.asu.edu/archives/aapornet.html .>>Please ask authors before quoting outside AAPORNET.>>>> Dr. Edith D. de Leeuw, Methodi!

 kA> Plantage Doklaan 40, NL-1018 CN Amsterdam> tel + 31 20 622 34 38 fax + 31 20 330 25 97> e-mail edithl@xs4all.nl> ---------------------------- -------------------------------->   Save one child and you will save a whole generation>   http://www.live8live.com/list/> http://www.one.org/>>>> --> AAPOR Web site now has AAPOR award winner information!> http://www.aapor.org> Archives: http://lists.asu.edu/archives/aapornet.html .> Please ask authors before quoting outside AAPORNET.>> -- ---------> AAPOR Web site now has AAPOR award winner information!http://www.aapor.org> Archives: http://lists.asu.edu/archives/aapornet.html .> Please ask authors before quoting outside AAPORNET.>

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Archives: http://lists.asu.edu/archives/aapornet.html .
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===
Date: Tue, 19 Jul 2005 12:38:49 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity

Please respond directly to the organization posting this position.
http://www.ppic.org/main/position.asp?i=3D1241
<http://www.ppic.org/main/position.asp?i=3D1241> .
=20

RESEARCH ASSOCIATE - PPIC Statewide Survey (Job 200601)

The Public Policy Institute of California is an independent,
nonpartisan, non-profit research institution. The institute informs
policymaking by producing and disseminating high-quality, objective
research on a range of public policy issues.

Position Summary

The Survey Research Associate position supports PPIC's ongoing
large-scale public opinion survey series about Californians' attitudes
toward political, social, and economic issues.

Responsibilities

*   Assist in the design, implementation, and presentation of
statewide surveys

   *   Format, recode, analyze, and report quantitative data
   *   Create and edit survey report templates
   *   Prepare tables, graphs, and charts
   *   Draft, edit, and proofread survey report sections=20
   *   Develop PowerPoint presentations
   *   Track response rates and other survey administration
data

*   Help maintain and expand survey database and expand its
usability to the public
*   Track state and national survey questions, topics, and trends
*   Track and synthesize news about California public policy and
politics=20
*   Catalogue state legislation and proposed initiatives
*   Help organize and coordinate survey-related events, such as
statewide focus groups, partner meetings, and survey outreach programs=20
*   Respond to inquiries about the survey and survey data
*   Contact agencies and organizations to request data and
information
*   Perform administrative responsibilities as required

*   Use initiative in contributing to the research project

Qualifications

*   B.A./B.S. degree in social science (e.g., economics, public
policy, political science, sociology, psychology, communications), or
equivalent experience
*   Quantitative and qualitative analytical ability
*   Strong written and verbal communication skills
*   Proven ability to show exacting attention to detail
*   High proficiency in Excel, Word, and Internet
*   Some experience with PowerPoint and Access
*   Experience with statistical packages, such as SPSS, SAS, Stata=20
*   Ability to meet tight deadlines
*   Strong interest in politics, government, and public opinion
research
*   Ability to work independently while functioning effectively as
part of a team
*   Proficiency in Spanish or Chinese (Mandarin) is a plus, as is
familiarity with policy issues of importance to California

To apply, please e-mail a completed PPIC Employment Application
<http://www.ppic.org/content/other/EmploymentApplication.doc> , your
resume, and a cover letter to resumes@ppic.org
<mailto:resumes@ppic.org?subject=3DPosition%20200601> , indicating
'Position 200601' in the subject line.

PPIC is an equal opportunity/affirmative action employer. PPIC
encourages women and members of minority groups to apply. All
applicants are invited to complete PPIC's Pre-Employment Data Record
form <http://www.ppic.org/content/other/PreEmploymentDataRecord.doc>
and submit it to aapdata@ppic.org
<file:///C:/Documents%20and%20Settings/gaul/Local%20Settings/Temporary%2
0Internet%20Files/OLK3/aapdata@ppic.org> . The purpose of this
voluntary survey is to comply with government record keeping, reporting,
and other legal requirements, and to track our effectiveness as an Equal
Opportunity and Affirmative Action Employer. Completion is optional and
will not affect any employment decision in any way.

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Date: Wed, 20 Jul 2005 11:04:42 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Applied Sociology annual meeting
Comments: To: AAPORNET <AAPORNET@asu.edu>
Comments: cc: METHODS <METHODS@LIST.UNM.EDU>

MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

I'd like to announce the Joint Annual Meeting of the Society for Applied
Sociology and the Sociological Practice Association, to be meeting in
Philadelphia, August 16-17 (following the ASA). Paper sessions and
roundtables cover a variety of topics about taking sociological methods of
research and inquiry and using them to provide solutions to organizations,
government agencies, communities and others.

You can see the preliminary program at
http://www.appliedsoc.org/PrelimProgram2005_July20.pdf.

Registration

Registration forms and information about housing are available at
http://www.appliedsoc.org or http://www.socpractice.org. On-line
registration for both organizations is available at
http://www.appliedsoc.org.

Thanks!
Leora

Leora E. Lawton, Ph.D.
Treasurer, Executive Officer, and Acting Webmaster
Society for Applied Sociology
2342 Shattuck Avenue #362, Berkeley, CA 94704
office: (510) 548-6174; fax: (510) 548-6175; cell: (510) 928-7572
www.appliedsoc.org   info@appliedsoc.org

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Thu, 21 Jul 2005 09:54:12 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: U.S. Soldiers in Iraq Report Low Morale
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

U.S. Soldiers in Iraq Report Low Morale=20
By ROBERT BURNS, AP Military Writer=20
2 hours, 17 minutes ago
=20
http://news.yahoo.com/s/ap/iraq_us_military_health;_ylt=3DAnt_60ULsyVuxYk=
G
i518GqADW7oF;_ylu=3DX3oDMTBiMW04NW9mBHNlYwMlJVRPUCUl
Or

WASHINGTON - A majority of U.S. soldiers in Iraq say morale is low, according to an Army report that finds psychological stress is weighing particularly heavily on National Guard and Reserve troops.=20
=20
Still, soldiers' mental health has improved from the early months of the insurgency, and suicides have declined sharply, the report said. Also, substantially fewer soldiers had to be evacuated from Iraq for mental health problems last year.

The Army sent a team of mental health specialists to Iraq and Kuwait late last summer to assess conditions and measure progress in implementing programs designed to fix mental health problems discovered during a similar survey of troops a year earlier. Its report, dated Jan. 30, 2005, was released Wednesday.

SNIP

The overall assessment said 13 percent of soldiers in the most recent study screened positive for a mental health problem, compared with 18 percent a year earlier. Symptoms of acute or post-traumatic stress remained the top mental health problem, affecting at least 10 percent of all soldiers checked in the latest survey.

In the anonymous survey, 17 percent of soldiers said they had experienced moderate or severe stress or problems with alcohol, emotions or their families. That compares with 23 percent a year earlier.

The report said reasons for the improvement in mental health are not clear. Among possible explanations: less frequent and less intense combat, more comforts like air conditioning, wider access to mental health services and improved training in handling the stresses associated with deployments and combat.

SNIP

Small focus groups were held to ascertain troop morale.

The report said 54 percent of soldiers rated their units' morale as low or very low. The comparable figure in a year-earlier Army survey was 72 percent. Although respondents said "combat stressors" like mortar attacks were higher in the most recent survey, "noncombat stressors" like uncertain tour lengths were much lower, the report said.

The thing that bothered soldiers the most, the latest assessment said, was the length of their required stay in Iraq. At the start of the war, most were deployed for six months, but now they go for 12 months.

Asked about this, Defense Secretary Donald H. Rumsfeld told a Pentagon news conference that the Army's 12-month requirement is linked in part to its effort to complete a fundamental reorganization of fighting units.

"I've tried to get the Army to look at the length of tours and I think
at some point down the road they will," he said.

___

On the Net:=20

Army report:=20
http://www.armymedicine.army.mil/news/mhat_ii/OIF-II_REPORT.pdf

<I am having troubles with the web so I can't report exactly how long
the pdf is>

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
==
Date: Fri, 22 Jul 2005 05:23:57 -0700
Reply-To: draughon.research@insightbb.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Katherine Draughon, PhD, MPH" <draughon.research@INSIGHTBB.COM>
Subject: Tables programs
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

I am interested in purchasing a tables program and am
looking for recommendations.

Please send suggestions directly to me,

Thanks, Kat Draughon

Katherine "Kat" Draughon, PhD, MPH

Draughon Research
www.draughonresearch.com

draughon.research@insightbb.com

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MARKET RESEARCH PROJECT DIRECTOR

The Taylor Research & Consulting Group, Inc., is a privately held
company established in 1987 and headquartered on the New Hampshire
Seacoast, one hour north of Boston. We provide quantitative and
qualitative market research and consulting services to Fortune 500
companies in a variety of industries, including communications/IT,
media/entertainment, healthcare/pharmaceuticals, and
professional/collegiate sports.

We are seeking a motivated individual to design, implement, analyze, and
manage quantitative and qualitative research studies. Responsibilities
include complete project leadership-proposal writing, research design,
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The ideal candidates must have:
-A bachelor's degree in humanities, social science, or a
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-Excellent written, verbal, and analytical skills

-Strong client relationship skills

-Experience managing internal project teams=20
-Proficiency in Microsoft Office suite
-Knowledge of SPSS or Wincross
-Experience with multivariate statistical analysis a plus

-Moderating experience a plus

-Some travel required

=20

Visit our www.thetaylorgroup.com for the complete job description.

Please send cover letter, resume, writing sample, and salary
requirements to:

Krystina Lush, Human Resources

Two International Drive

Portsmouth, NH 03801

Fax: 602-422-7610

E-mail: Krystinal@thetaylorgroup.com

Date: Sun, 24 Jul 2005 17:07:02 -0400
Reply-To: Andrew Beveridge <andy@TROLL.SOC.QC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: Applied MA in Social Research at Queens College
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Dear All:

I wanted to let everyone know that the Applied MA in Social Research at
Queens College will still accept applications for this September.
http://www.soc.qc.edu/MA_Program/maprogram.html Anyone interested should
contact me first. I am once again in charge of the program after having
been on sabbatical. We offer four in-class courses, per term. This fall
are offerings are:

Applied Social Research in Marketing. Taught by Mindy Rhindress, this
course is the first of a two-term sequence in Applied Social Research.
Mindy Rhindress is a Senior Vice President at SRBI, where she directs the
transportation group. She is a graduate of our program and has about 30
years experience in the business. http://www.srbi.com/mindy_rhindress.html

Computer Applications in the Social Sciences. Taught by Andrew Beveridge,
this course is the first of two-term computer data analysis and statistics
sequence that uses SAS to analyze various types of social sciene data.
http://www.soc.qc.edu/Staff/beveridge.html

The Research Process. Taught by recent Columbia Ph.D. Florencia Torche, who
oversaw a major survey in Chile, this course looks at issues around the
design and conduct of research.

Sociology of Immigration. This course examines one of the major trends in
the New York metropolitan area. It is taught by leading scholar Pyong Gap
Min. http://www.soc.qc.edu/Staff/min.html

Further information on our MA is available at:
http://www.soc.qc.edu/MA_Program/maprogram.html

Under certain conditions we will accept student who wish to take one or two

courses.

For any questions at all, call me at 718-997-2837 or 914-522-4487 or email me at andy@soc.qc.edu.

Andrew A Beveridge
Professor of Sociology
Queens College and Graduate Center of CUNY
233 Powdermaker Hall
65-30 Kissena Blvd
Flushing, NY 11367
718-997-2837 Office
914-522-4487 Cell
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This poll (link below) and the accompanying story by Will Lester of The =
Associated Press should win an award for irresponsible use of polling =
for purposes of agenda-framing and, quite possibly, attempting to =
condition the public to the inevitability of nuclear war. The AP =
headline, "Americans Say World War III Likely," and link have run for =
about three days on the Drudge Report, as if AP's regular distribution =
was insufficient. The story rests under the ploy of a comparative study =
of Americans and Japanese, which conveniently allows its writers to =
broach the subject of nuclear attacks and their possible justification, =
including pre-emptive nuclear attacks. Is it intelligent to expect the =
American public, most of whom were born after 1945 and never even =
remotely studied the conclusion of WW II in Japan, to know whether our =
dropping atomic bombs on two Japanese cities saved American lives, or is =
that question irrelevant because the poll serves another purpose? Those =
conducting the study surely believed that the answer would be Yes, and =
perhaps today would be a convenient time to remind Americans. While the =
survey reports that majorities in each nation believe that first strikes =
with nuclear weapons can never be justified, Mr. Lester adds that, =
"Americans were twice as likely as the Japanese to think such a strike =
MIGHT BE JUSTIFIED IN SOME CIRCUMSTANCES" (emphasis added). In its =
interactive gizmo linked to the article, AP shows findings on certain =
items, but only characterizes the questions, instead of disclosing them =
verbatim. This creepy poll, with results on such disparate subjects as =

whether Japan should be admitted to the U.N. Security Council, on what =
the favorite sports of respondents are, and on what things contribute to =
personal happiness, has five questions on nuclear warfare -- (1) Were =
the atomic bombings of Japan "unavoidable"? (2) Do you approve or =
disapprove of the bombings of Hiroshima and Nagasaki? (3) Did atomic =
bombings save American lives? (I guess Japanese don't count); (4) Would =
a country ever be justified in making a nuclear first attack? and (5) =
Could a nuclear first attack be justified in some circumstances? (the =
last question inferred from the news story, not disclosed in appendix); =
plus the headliner, "Is another World War likely?" =20

Well, if you say so, AP.

http://news.yahoo.com/news?tmpl=3Dstory&u=3D/ap/20050724/ap_on_re_us/worl=
d_war_ii_poll_4

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http://www.latimes.com/news/nationworld/nation/la-na-rncdnc24jul24,0,420
6171.story?track=3Dmostemailedlink

Parties Are Tracking Your Habits

Though both Democrats and Republicans collect personal information, the
GOP's mastery of data is changing the very nature of campaigning.

By Tom Hamburger and Peter Wallsten=20
LATimes Staff Writers
Times Staff Writers

July 24, 2005

COLUMBUS, Ohio - At first glance, Felicia Hill seems to fit the profile of a loyal Democrat: She is African American, married to a General Motors union worker and voted for Dukakis, Clinton and Gore in past presidential elections.=20

But in the weeks before election day 2004, the suburban mother of two was deluged with telephone calls, invitations and specially targeted mailings urging her to support President Bush.=20

The intense Republican courtship of Hill, 39, was no coincidence.=20

A deeper look at her lifestyle and politics reveals a voter who might be persuaded to switch sides. Among the clues: she is a church member uneasy about abortion; she lives in a growing suburb and she sent her children to a private school.

Hill and millions of other would-be Bush backers in closely contested states were identified by a GOP database that culled information ranging from the political basics, like party registration, to the personal, such as the cars they drive, the drinks they buy, even the features they order on their phone lines. The "micro-targeting" effort was so effective that the party credited it with helping to secure Bush's reelection.

SNIP

Both parties gather data on registered voters through public records such as voting history, voting registration rolls, driver's and hunting licenses and responses to issue surveys. Consumer data, often gathered from supermarkets, liquor stores, online book vendors, drugstores and auto dealerships and used increasingly in marketing campaigns, also are finding their way into the voter files kept by both parties.=20

But the depth of the Republican files is greater - they have been around longer and include more information - increasing the data's predictive power. The Republicans also have more money to buy top-notch consumer data from, say, supermarket chains and other retailers.=20

Republican and Democratic strategists refuse to reveal much detail about the consumer information they collect. But strategists did offer some examples.

Bourbon drinkers are more likely to be Republicans; gin is a Democratic drink. Military history buffs are likely to be social conservatives. Volvos are preferred by Democrats; Ford and Chevy owners are more likely Republican. Phone customers who have call waiting lean heavily Republican.=20

SNIP

SNIP

In the race this month for mayor of Meridian, Miss., the party picked
nearly a dozen precincts where voter demographics could represent
precincts in battleground states, then used phone calls to contact
voters in one and door knocking to reach voters in the other. RNC
officials are now analyzing the results to see which tactic was more
effective.=20

And the Ohio GOP is planning to use an Aug. 2 special congressional
election in suburban Cincinnati to refine get-out-the-vote techniques
and test the power of the database.

"Every time we do this, we learn something new," said Mike DuHaime, the
RNC's political director. "When you do things like this, winning buys
you credibility [with local Republican activists]. We can now market
this to other people in other parts of the country."=20

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--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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Date: Tue, 26 Jul 2005 15:53:33 -0400
Reply-To: AmyRSimon@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Amy Simon <AmyRSimon@AOL.COM>
Subject: Job announcement: Market Research Specialist,
           Barclays Global Investors
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Job Announcement: Market Research Specialist
Firm: Barclays Global Investors
Position is based in San Francisco

This new role within the Intermediary Investor Business (IIB) marketing group
is to design and implement marketing research activities. As the IIB
business grows, particularly the US iShares business, we need to refine our

marketing approach to meet the needs of a growing client base and a larger competitive set. Working under the direction of the Channel Marketing Manager, this person will develop, execute, analyze and present research projects in support of deriving insight on IIB marketing efforts. This person will also Integrate research projects (including secondary research) across multiple geographies to develop a global perspective on usage and attitudes towards IIB products.

The key areas of responsibility are:
- Schedule, design and manage all aspects of marketing research projects, quantitative and qualitative, accurately and on time
- Communicate with internal clients to establish project objectives and design survey instruments to meet project objectives and analysis goals
- Coordinate with outside research companies to conduct third party studies.
- Manage and oversee data collection
- Tabulate and analyze data and determine appropriate presentation of results, synthesize data into succinct, actionable results to address project objectives using multivariate analysis, when appropriate
- Oversee the production of reports and research-based presentations
- Review, organize, integrate and communicate third party (secondary) research
- Ad-hoc analysis as needed

The Channel Research Specialist will have regular relationships with:
- Other marketing managers and their teams (Advertising/brand, Direct Marketing, Web)
- Sales group
- External partners (i.e., advertising agencies, primary and secondary research providers)

The skills required to be successful in this position include:
- Expertise in quantitative research, including web and mail survey design, data analysis and interpretation, report writing and presentation of key findings. Telephone and qualitative methods a plus
- Strong client-service orientation with the ability to pro-actively recommend or rethink requests based on internal client needs.
- Strong analytical skills, with the ability to turn business problems into researchable questions, overseeing data collection, then analyzing, interpreting and communicating actionable results
- Self-motivated individual with exceptional organizational skills, attention to detail and the ability to manage multiple projects accurately, and on-time
- Strong communication skills, managing multiple outside research partners and marketing agencies
- Proficiency with Word, PowerPoint, Excel. MS Access a plus
- Bachelor's degree in psychology, market research or related discipline with related math/statistics background
- Three to five years experience with corporate research group, advertising or research agency required
- Knowledge of the asset management business and distribution channels preferred

How to Apply:
Please send resume to amy.spillane@barclaysglobal.com
(Please note that BGI will not pay relocation expenses)

===

Date: Tue, 26 Jul 2005 15:47:20 -0700
Reply-To: Jennifer Franz <jdfranz@jdfranz.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jennifer Franz <jdfranz@JDFRANZ.COM>
Subject: Coding and Briefing
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

We are questioning whether we are approaching the coding of open-ends =
and interviewer briefings in conformity with generally accepted =
practices or if we have gotten out on some internally-created limb. If =
you have a moment ... How does your organization approach codebook =
development? Coding of open-ends? Quality control on the coding? What =
level of staff are involved at each step? How many?

Same basic questions for interviewer briefings. What kind of =
background/introduction do you provide, if any? Is the purpose =
explained or not? Do you read every word in the questionnaire? If not, =
what do you cover? What level of staff member conducts briefings?

If you reply to me off-list, I will summarize responses for those =
interested. Thank you.

Jennifer D. Franz, Ph.D.
President
JD Franz Research, Inc.
(916) 440-8777 Voice
(916) 440-8787 Fax=

===

Date: Wed, 27 Jul 2005 07:32:14 -0400
Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: Gotham Gazette Column and Regents Presentation
Comments: To: qcsoclis@qc.edu
Comments: cc: CUNY UFS Discussion Forum <SENATE-FORUM@LISTSERV.CUNY.EDU>,
        AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Dear All:

Last Thursday I traveled to Albany to make a presentation on New York State demography to the Borad of Regents. I have adapted it for my Gotham Gazette column, the lead and link are below:

Upstate And Downstate - Differing Demographics, Continuing Conflicts

by Andrew Beveridge
July, 2005

The court fight over funding for public education in New York -- in which a judge agreed that New York City's schoolchildren were being shortchanged in favor of schools throughout the rest of the state -- is just the latest and most visible example of the old and bitter relationship between upstate and downstate (which means both New York City and its suburbs). New conflicts arise; old ones never seem to die.

A look at the regions' differing demographics helps explain why this relationship continues to be difficult.

http://www.gothamgazette.com/article/demographics/20050726/5/1491so

Link to Regents Presentation:

http://www.socialexplorer.com/demography/regents05/home.asp

Andy

Andrew A. Beveridge
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Home: 914-337-6237
Email: andy@troll.soc.qc.edu
Suite 233 Powdermaker Hall
65-30 Kissena Blvd
Flushing, NY 11367-1597
www.socialexplorer.com

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AAPORNET@asu.edu
In-Reply-To: <0IKA00GBVASZYJK0@mta3.srv.hcvlny.cv.net>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

The correct link for the gotham gazette article is:

http://www.gothamgazette.com/article/demographics/20050726/5/1491

-----Original Message-----
From: owner-qcsoclis@forbin.qc.edu [mailto:owner-qcsoclis@forbin.qc.edu] On
Behalf Of Andrew A Beveridge
Sent: Wednesday, July 27, 2005 7:32 AM
To: qcsoclis@qc.edu
Cc: CUNY UFS Discussion Forum; AAPORNET@asu.edu
Subject: Gotham Gazette Column and Regents Presentation

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Flushing, NY 11367-1597
www.socialexplorer.com

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I/C/M/B Ocean Tomo, the nation's leading intellectual property consulting =
firm, is seeking to hire Survey Research Professionals for our office in =
the Washington, D.C. metropolitan area. We are experiencing rapid growth =
and expansion and need high quality candidates seeking a very rewarding =
career in consulting. Candidates who meet the right criteria can rapidly =
excel and grow within the firm. Successful candidates for these positions =
must meet the following criteria.
 =20
Senior Research Survey Manager Description

 The Senior Research Survey Manager position requires an individual with a =
PhD in survey/market research or a related field of business. This =
individual must have two to five years of survey work experience, good =
public demeanor, be poised under pressure, relate well to diverse =
audiences, strong analytical ability, maturity, creative problem solving, =
willingness to think in new ways, thoroughness, tenacity, resourcefulness, =
big picture conceptual thinking along with the ability for extreme detail, =
quick learner, someone who works independently as well as team oriented =
and must have excellent composition and writing skills. This individual =
will need to have the capacity to over time become an expert witness with =
our consulting firm.

 Job Description:
=B7 Design Surveys
=B7 Write proposals
=B7 Interface with high level clients and staff
=B7 Oversee field data collection and manage fieldwork consultants
=B7 Analyze survey results
=B7 Write research reports
=B7 Verbal presentations of research
=20
Education/Experience:

=B7 PhD in survey/market research oriented field
=B7 Two to Five Years market research experience
=B7 Strong writing and editorial skills
=B7 Management experience
=B7 Report writing experience
=B7 Survey design and management experience
=B7 Experience in statistical analysis a plus
=B7 Ability to communicate effectively

Research Survey Manager Description

 The Research Survey Manager position requires an individual with a =
Masters in survey/market research or a related field of business. This =
individual must have one to three years of survey work experience, strong =
analytical ability, maturity, creative problem solving, willing to think =
in new ways, thoroughness, tenacity, resourcefulness, big picture =
conceptual thinking along with the ability for extreme detail, quick =
learner, someone who works independently as well as team oriented and must =
have excellent composition and writing skills.=20

 Job Description:
=B7 Design Surveys
=B7 Write proposals
=B7 Interface with high level clients and staff
=B7 Oversee field data collection and manage fieldwork consultants
=B7 Analyze survey results
=B7 Write research reports
=B7 Verbal presentations of research
=20
Education/Experience:
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=B7 Management experience
=B7 Report writing experience
=B7 Survey design and management experience
=B7 Experience in statistical analysis a plus
=B7 Ability to communicate effectively
=20
Successful candidates must have concentrated focus and be results driven =
as well as have the ability to think independently while working as part =
of a team. The candidates must have creative problem solving skills with =
strong analytical skills as well as excellent composition and writing =
skills. Our consulting efforts are often in high profile cases making =
accuracy of thought and work product essential. =20
=20
This opportunity is located in Washington, D.C. metropolitan area and is =
metro accessible. Salary will be commensurate with education and =
experience. We offer competitive benefits including annual bonus, and =
career path advancement based on performance.=20
=20
If interested please forward your resume to careers@oceantomo.com and =
kholt@oceantomo.com and baubrey@oceantomo.com.

===

Date: Wed, 27 Jul 2005 14:34:47 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Biased survey questions or push survey or marketing disguised as
              research
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: base64

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IHNob3J0IHN1cnZleSByZWxhdGVkIHRvIGxvY2FsIE9ybyBWYWxsZXkgaXNzdWVzIGFuZCBhc2tl
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CiANCg0KLS0gDQpMZW8gRy4gU2ltb25ldHRhDQpSZXNlYXJjaCBEaXJlY3Rvcg0KQXJ0ICYgU2Np
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ICAyMTIwOQ0K

===

Date: Wed, 27 Jul 2005 13:38:30 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>

Subject: Job Opportunity
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

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Assistant Director of Research

=20

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PSEA is a professional education association/labor organization
representing 173,000 members with an opening for an Assistant Director
of Research, based in Harrisburg, PA.

=20

The responsibilities of this position include conducting surveys on
member bargaining, strategic planning, and school performance and
performing other assessment studies. Develops, distributes and
administers surveys to appropriate samples; analyzes, reports and
presents results and assessments to PSEA staff, members, governance,
management, and/or external groups. This position also works with
external consultants on public opinion surveys including media campaign
studies, political polls, public opinion polls, and tax reform polls.
Develops evaluation instruments of PSEA programs/events, processes
results, analyzes data, and reports findings to interested groups.
Responds to inquiries regarding statistical and demographic information.

=20

We seek candidates who possess an advanced degree in Industrial/Labor
Relations, Sociology, Psychology, Political Science, Measurement and
Statistics, or a relevant field of study. The successful candidate will
have experience using advanced statistical packages, such as SAS or
SPSS, and a record of professional experience that demonstrates
progressive responsibilities and significant experience. The position
also requires excellent computer and quantitative skills, and strong
written and verbal skills.

=20

The starting salary for this position is $79,618. Comprehensive benefits
package for employee and dependents.

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Letter of interest and resume must be submitted to jobs@psea.org.=20

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AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

=20

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Date: Wed, 27 Jul 2005 14:43:19 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: Not really opinion polling but of probable interest
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Sorry, I forgot to TinyURL that one

http://tinyurl.com/b6a8v

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209
=20

> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
> Sent: Monday, July 25, 2005 10:50 AM
> To: AAPORNET@asu.edu
> Subject: Not really opinion polling but of probable interest
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>=20
> http://www.latimes.com/news/nationworld/nation/la-na-rncdnc24j

> ul24,0,420
> 6171.story?track=3Dmostemailedlink
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> Parties Are Tracking Your Habits
>=20
> Though both Democrats and Republicans collect personal=20
> information, the GOP's mastery of data is changing the very=20
> nature of campaigning.
>=20
> By Tom Hamburger and Peter Wallsten
> LATimes Staff Writers
> Times Staff Writers
>=20
> July 24, 2005
>=20
> COLUMBUS, Ohio - At first glance, Felicia Hill seems to fit=20
> the profile of a loyal Democrat: She is African American,=20
> married to a General Motors union worker and voted for=20
> Dukakis, Clinton and Gore in past presidential elections.=20
>=20
> But in the weeks before election day 2004, the suburban=20
> mother of two was deluged with telephone calls, invitations=20
> and specially targeted mailings urging her to support President Bush.=20
>=20
> The intense Republican courtship of Hill, 39, was no coincidence.=20
>=20
> A deeper look at her lifestyle and politics reveals a voter=20
> who might be persuaded to switch sides. Among the clues: she=20
> is a church member uneasy about abortion; she lives in a=20
> growing suburb and she sent her children to a private school.
>=20
> Hill and millions of other would-be Bush backers in closely=20
> contested states were identified by a GOP database that=20
> culled information ranging from the political basics, like=20
> party registration, to the personal, such as the cars they=20
> drive, the drinks they buy, even the features they order on=20
> their phone lines. The "micro-targeting" effort was so=20
> effective that the party credited it with helping to secure=20
> Bush's reelection.
>=20
> SNIP
>=20
> Both parties gather data on registered voters through public=20
> records such as voting history, voting registration rolls,=20
> driver's and hunting licenses and responses to issue surveys.=20
> Consumer data, often gathered from supermarkets, liquor=20
> stores, online book vendors, drugstores and auto dealerships=20
> and used increasingly in marketing campaigns, also are=20
> finding their way into the voter files kept by both parties.=20
>=20
> But the depth of the Republican files is greater - they have=20
> been around longer and include more information - increasing=20
> the data's predictive power. The Republicans also have more=20
> money to buy top-notch consumer data from, say, supermarket=20

> chains and other retailers.=20
>=20
> Republican and Democratic strategists refuse to reveal much=20
> detail about the consumer information they collect. But=20
> strategists did offer some examples.
>=20
> Bourbon drinkers are more likely to be Republicans; gin is a=20
> Democratic drink. Military history buffs are likely to be=20
> social conservatives.
> Volvos are preferred by Democrats; Ford and Chevy owners are=20
> more likely Republican. Phone customers who have call waiting=20
> lean heavily Republican.=20
>=20
> SNIP
>=20
> SNIP
>=20
> In the race this month for mayor of Meridian, Miss., the=20
> party picked nearly a dozen precincts where voter=20
> demographics could represent precincts in battleground=20
> states, then used phone calls to contact voters in one and=20
> door knocking to reach voters in the other. RNC officials are=20
> now analyzing the results to see which tactic was more effective.=20
>=20
> And the Ohio GOP is planning to use an Aug. 2 special=20
> congressional election in suburban Cincinnati to refine=20
> get-out-the-vote techniques and test the power of the database.
>=20
> "Every time we do this, we learn something new," said Mike=20
> DuHaime, the RNC's political director. "When you do things=20
> like this, winning buys you credibility [with local=20
> Republican activists]. We can now market this to other people=20
> in other parts of the country."=20
>=20
>=20
> --
> ----------
> --------
>=20
>=20
> Copyright 2005 Los Angeles Tim
>=20
> --
> Leo G. Simonetta
> Research Director
> Art & Science Group, LLC
> 6115 Falls Road, Suite 101
> Baltimore MD 21209
>=20
> ---
> AAPOR Web site now has AAPOR award winner information!=20
> http://www.aapor.org
> Archives: http://lists.asu.edu/archives/aapornet.html .
> Please ask authors before quoting outside AAPORNET.

>=20

===
Date: Wed, 27 Jul 2005 14:58:51 -0400
Reply-To: "Peter C. Bruce" <pbruce@STATISTICS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Peter C. Bruce" <pbruce@STATISTICS.COM>
Subject: Online course - Modeling Longitudinal and Panel Data,
              Aug. 5 - Sept. 2
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Dr. Joseph Hilbe will be giving his online course "Modeling
Longitudinal and Panel Data" at statistics.com August 5 -
September 2, 2005. This course covers the extension of
Generalized Linear Models (GLM) to model varieties of
longitudinal and clustered data, called panel data.
Specifically, the course treats generalized estimating
equations (GEE), a population averaging method that models
panel data in which the response is a member of the
exponential family of distributions; e.g., continuous,
binary, grouped, and count. GEE is one of several methods
used to model panel data --- the most noted alternative
being random effect models. The course will discuss GEE
theory, relevant correlation structures, and differences in
both theory and application between population averaging
GEE (PA-GEE) and random effects or subject specific panel
models (SS-GEE). Dr. Hilbe, the co-author of "Generalized
Estimating Equations," is also the software reviews editor
for "The American Statistician."

This course covers model construction, how to estimate the
equations, different types of models, how to deal with
missing data, testing of models, model assumptions, and
more. Familiarity with GLM (Generalized Linear Models) is
a prerequisite.

As with all online courses at statistics.com, there are no
set hours when participants must be online, and you can
interact with the instructor over a period of 4 weeks via a
private discussion board. Course work requires about 10
hours per week.

Register at:
http://www.statistics.com/content/courses/longitudinal/index.html

Peter Bruce
courses@statistics.com

===

Date: Wed, 27 Jul 2005 17:40:43 -0400
Reply-To: James Ellis <jmellis@VCU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Ellis <jmellis@VCU.EDU>
Subject: a web survey technical question
Comments: To: AAPORNET@asu.edu
In-Reply-To: <s2e77cc2.025@SURVEYGWIA.UMD.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

If anyone has experience using Inquisite web survey software (or other
approaches) to field web surveys in Arabic, I would be interested in
possibly picking their brains about some technical issues. Please feel free
to reply off list if you are willing to field my questions. Thanks,

Jim Ellis
Virginia Commonwealth University

===

Date: Wed, 27 Jul 2005 17:48:00 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Re: Biased survey questions or push survey or marketing
disguised
              as research
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="UTF-8"
Content-transfer-encoding: quoted-printable

That is a tactic used by the developer Ratner in New York

http://www.brooklynpapers.com/html/issues/_vol28/28_13/28_13nets2.html

and probably many others.

While unethical by our standards, it would be difficult to prove it's =
illegal. The best response is for local officials to become proactive =
and commission their own surveys using unbiased and qualified polling =
organizations.=20

James P. Murphy, Ph.D.
J.P. MURPHY & COMPANY
Post Office Box 80484
Valley Forge, PA 19484-0484
(610) 408-8800
www.jpmurphy.com
jpmurphy@jpmurphy.com
----- Original Message -----=20
From: "Leo Simonetta" <Simonetta@ARTSCI.COM>
To: <AAPORNET@asu.edu>
Sent: Wednesday, July 27, 2005 2:34 PM
Subject: Biased survey questions or push survey or marketing disguised =
as research

> Curious phone call=20
> =
http://www.explorernews.com/articles/2005/07/27/opinion/letters_to_the_ed=
itor/letter07.txt
> Or
> http://tinyurl.com/9nyxy
>=20
> Erik Shapiro, Oro Valley
>=20
> I received an interesting phone call that I'd like to tell people =
about. The call was from a market research company called Western =
Research, based in Phoenix, and the survey was about the retail =
development at Oracle and Tangerine. This was a particularly interesting =
call for me for three reasons: I am a market researcher, and always =
interested in how other companies conduct their research. I have worked =
for many years for the firm of Leo J. Shapiro and Associates. Leo =
Shapiro, the founder and my father, is also currently a resident of Oro =
Valley; I am on the economic development think tank for Oro Valley, and =
so have more than a passing interest in this and other retail =
developments in town; this was a particularly interesting phone call =
because a competent market researcher should have screened out a =
respondent like myself and not allowed me to hear the survey. They =
should ask, "Do you or anyone in your family work for a market research =
company?" And they should also ask, "Do you or anyone in your family =
work for the town of Oro Valley, a developer, or participate in any =
citizen groups involved with local development?" An answer of yes to =
either of these questions would exclude someone like me from this =
survey. But they didn't ask and I didn't tell. So I got to hear the =
survey.
>=20
> The surveyor introduced their firm and said they were doing a short =
survey related to local Oro Valley issues and asked if I could spare a =
few moments to help them. I said sure and she said (and here I am =
paraphrasing from memory):
>=20
> "You have probably heard about the Oro Valley Marketplace planned for =
the corner of Tangerine and Oracle. This will be an entertainment and =
retail complex offering a unique shopping experience for local =

residents. The completion of the Oro Valley Marketplace will mean that =
Oro Valley residents will never have to pay property taxes and will also =
prevent money from leaving Oro Valley and going to other areas in =
Tucson, Marana, and Pinal County."
>=20
> At this point I interrupted her and asked if it was really true that I =
would never have to pay local property taxes if the Oro Valley =
Marketplace was developed. She said, "That's what they told us to say." =
I asked who "they" were, and told her that I guessed "they" were either =
the town or the developer. She said she did not know who "they" were and =
all she knew was to ask the question.
>=20
> Then she asked, "Knowing what you now know about the Oro Valley =
Marketplace, would you say that you were very much in favor of it, not =
in favor of it, or not sure?"
>=20
> I said, "From what you just told me, which frankly sounds like an ad =
for the development from the developer, I would have to say that I was =
very much in favor of it. But from other things I have heard about it, I =
would say that I was much less in favor of it."
>=20
> She said, "So, taking it all into account, how do you feel about the =
Oro Valley Marketplace now?"
>=20
> I said, "I guess I am not sure."
>=20
> She thanked me for my time and said goodbye and hung up.
>=20
> A competent market researcher hired by the town to do the survey would =
have approached it much differently; soliciting unbiased responses =
without letting on that they had any prior agenda, positive or negative, =
about the development.
>=20
> If a competent and ethical market researcher was hired by the =
developer to do a survey, they might have gone through a series of "hot =
button" questions - related to great shopping, freedom from property =
taxes, tax revenue leakage abatement, and so forth - one by one to see =
which got the most favorable responses, so as to help the developer =
craft a marketing plan to sell the development to the community.
>=20
> But this survey was what is called in the trade a "push" survey. The =
leading question that was asked has two functions, neither of them =
legitimate.
>=20
> =E2=82=AC It leads to biased findings, so that a developer could tell =
community decision-makers something like, "We did a random sample =
telephone survey of Oro Valley residents and found that an overwhelming =
majority voiced strong approval for the development."
>=20
> =E2=82=AC Worse, the survey itself has a function of selling the =
development to the community, one patient respondent at a time. It is =
direct marketing disguised as research.
>=20
> Assuming the developer commissioned the survey, I wonder why they =

would have to resort to such manipulative tactics in order to sell the =
development? If it is such a great thing for Oro Valley, shouldn't the =
Oro Valley Marketplace pretty much sell itself?
>=20
> As Alice said in Wonderland, "curiouser and curiouser!"
>=20
> =20
>=20
> --=20
> Leo G. Simonetta
> Research Director
> Art & Science Group, LLC
> 6115 Falls Road, Suite 101
> Baltimore MD 21209
> =

===
Date: Fri, 29 Jul 2005 06:48:14 -0700
Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Subject: Reference for Mode Preference

I am in immediate need of a reference for work that has been done regarding
mode preference. Specifically, I know that I have seen research indicating
that respondents tend to stick with (prefer) whatever experimental condition
they are assigned. So, those selected for the Web condition tend to stick
with the Web when given a paper option, and those in the paper condition
tend to stay with paper when given a Web option.

Can anyone point me in the direction of related research? Much thanks.

Margaret R. Roller
Roller Marketing Research
rmr@rollerresearch.com

===
Date: Fri, 29 Jul 2005 09:35:47 -0500
Reply-To: Peter Miller <p-miller@NORTHWESTERN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Peter Miller <p-miller@NORTHWESTERN.EDU>
Subject: Faculty Positions -- Please Circulate
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Content-transfer-encoding: 7BIT

The Department of Communication Studies at Northwestern University invites applications for up to two tenure-track positions, building on the department's strengths in the study of human interaction and communication technology. The positions are open rank and would begin in Fall, 2006.

We are particularly interested in candidates with expertise in either of two areas:

1. Social network analysis (scholars with strong quantitative skills who employ network analytic techniques in the study of communication phenomena). Search number S-102-06.

2. Computer-mediated communication (including scholars with research programs in, e.g., social computing, video-conferencing, instant messaging, on-line communities). Search number S-103-06.

PhD or equivalent is required. Applicants should possess excellent publication and teaching credentials, commensurate with years of experience. A record of externally funded research is highly desirable.

In order to ensure full consideration, applications must be received by November 1, 2005. A letter of application, vita and three letters of recommendation should be sent to:

Chair, Search Committee
Department of Communication Studies
Northwestern University
2240 Campus Drive
Evanston, Illinois 60208

Northwestern University is an affirmative action, equal opportunity employer. Women and minorities are encouraged to apply. Hiring is contingent on eligibility to work in the United States.

Peter V. Miller
Chair
Department of Communication Studies
Northwestern University School of Communication
2240 Campus Drive
Evanston, IL. USA 60208
p-miller@northwestern.edu
847-491-5835

==

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Tresa Undem <tundem@LSPMA.COM>
Subject: statistician
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Can anyone recommend a good statistician who does independent =
contract/consulting work?

Thanks,

Tresa Undem
Lake, Snell, Perry, Mermin / Decision Research
1726 M Street, NW
Suite 500
Washington, DC 20036
(202) 776-9066

AAPOR Web site now has AAPOR award winner information! http://www.aapor.org
Archives: http://lists.asu.edu/archives/aapornet.html .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
==
Date: Fri, 29 Jul 2005 18:33:37 -0400
Reply-To: "Mariolis, Peter" <pxm1@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mariolis, Peter" <pxm1@CDC.GOV>
Subject: Survey Statistician/Methodologist Position
Comments: To: aapornet@asu.edu
Comments: cc: "Chrismon, Jeff" <JHC9@CDC.GOV>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Northrop Grumman is recruiting for a Survey Statistician/Methodologist
to assist CDC's Office on Smoking and Health's Epidemiology Branch with
the management and implementation of the Adult Tobacco Survey (ATS) and
the Youth Tobacco Survey (YTS). The project requires that the
Statistician provide statistical and technical support for the
Evaluation Team, including responsibility for providing technical and
project management support, survey and sampling design, survey
implementation planning and production support, written correspondence,
and general programming support of the ATS/YTS data processing. A
Master's degree in Survey Methodology, Bio-statistics, or Statistics,
with emphasis in survey sampling methods (involving cluster and
stratification design), is preferred.
Additional requirements:
Proficient with SAS, MS Word, Power Point and Excel
Strong written and oral skills
Ability to work independently as well as in a team environment
Ability to multi-task and possess strong organizational skills
Experience or training in writing questionnaires would be a plus.

For further information about the position, please contact Peter
Mariolis at PMariolis@cdc.gov or 770-488-5845.
To apply for the position, please send a resume to
Arlene Chaney; Staffing Manager/Technical Recruiter, 678-530-3524
Northrop Grumman HR Confidential Fax: 770-234-6507

===

Date: Fri, 29 Jul 2005 18:13:44 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: greenfieldonline's panel
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Being a curious sort of internet researcher, I signed up for Greenfield's
panel quite some years ago. But recently they've gone amok with survey
invitations. I've been getting literally several invites per hour. I've
sent email to optout and if anything, it got worse after that.

So I'm wondering, does aapor (or cmor?) have any standards about panel
use?

I know some people dislike panels because of fears of 'professional survey
takers' would distort results. But still, I have to think that this kind
of invite-spam makes survey research look bad.

Leora

Dr. Leora Lawton
TechSociety Research
"Custom Social Science and Consumer Behavior Research"
2342 Shattuck Avenue PMB 362, Berkeley, CA 94704
(510) 548-6174; fax (510) 548-6175; cell (510) 928-7572
www.techsociety.com

===

Date: Sat, 30 Jul 2005 12:54:27 -0400
Reply-To: James Ellis <jmellis@VCU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Ellis <jmellis@VCU.EDU>
Subject: National Movie SUG, er, "Survey"

Leora's e-mail about invite-spam reminded me that I meant to ask who else, besides me, received the "National 2005 Movie Survey" recently from Columbia House. Although I suppose the materials included enough key words to create the distinction between the survey itself and the invitation to join their DVD club, it seems pretty clear to me that this is an attempt to SUG while perhaps being technically or legally safe. I'd certainly be curious to see the results from the 6-question survey that lacks any demographic questions at all.

The survey itself is a single sheet of paper enclosed in a glossy tri-fold brochure, each fold being letter size.

The front page of the brochure looks like a survey booklet cover page and tells the recipient "Since you are invited to participate, you can choose 5 DVDs for just 49 cents each..." There is no indication on this page about joining a DVD club. On the inside front cover is a full-page color spread under the title "2005 Movie Survey Instructions." It shows Step 1 ("Complete the Enclosed 2005 Movie Survey"), Step 2 ("Take Your Choice of ANY 5 DVDs [big red letters there] for just 49 cents with membership!"), and Step 3 ("Return your Completed 2005 Survey at Once"). "Membership?" Hmmm.

The survey page itself is loose, printed on one side only. The survey takes up the top half of the page. The bottom half is the "DVD Club Selection Form," which includes an area in which to paste the stamps representing your DVD selections (from an enclosed stamp sheet), fill in your credit card information, etc. Next to the stamp area it says "YES! Please enroll me in the Columbia House DVD Club under the terms outlined in the accompanying folder..."

The inside center of the brochure describes how the Club works. The third inside page is taken up with several movie trivia items. The 4th fold is a cover letter from "Sandy Summers, Director, Marketing Research, Columbia House." (Maybe there really is such a person, but I get the feeling she might work just down the hall from Rocky Road and Stormy Weather, if you know what I mean.) This letter refers to the fact that you must "join" to get the DVDs. The 5th fold is just a blank back page except for the Columbia House logo.

So, overall, there are several places where it states that you are joining a DVD club. It's not deceptive in that sense. But it seems clear that the intent is to use a survey come-on to get the recipient to open the mailing, then use what appears to be a survey incentive offer to entice people to join a DVD club, or perhaps have some of them join without realizing that is what they are doing. If that isn't SUGging, I don't know what is.

Jim Ellis
Virginia Commonwealth University

===

Date: Sat, 30 Jul 2005 16:02:48 -0700
Reply-To: rick@ALOHALEE.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Brady <rick@ALOHALEE.COM>
Subject: Looking for AAPOR paper
Comments: To: AAPORnet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

I'm trying to locate a paper presented at the 1990 AAPOR conference. Full
citation:

Hugick, Larry, and John Zeglarski. 1990. "Polls during the Past Decade
in Biracial Election Contests." Paper presented at the annual conference
of the American Association for Public Opinion Research, Lancaster, PA.

If anyone has a copy and can help me out, please fax with cover letter to
619.291.1476 or e-mail scanned copy to rick@alohalee.com

Regards,
Rick Brady