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Sent: Saturday, May 28, 2011 6:10 PM  
To: Shapard Wolf  
Subject: File: "AAPORNET LOG0810"

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=====  
Date: Wed, 1 Oct 2008 06:04:59 -0700  
Reply-To: Nick Panagakis <mkshares@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <mkshares@COMCAST.NET>  
Subject: Re: Different wording, different results  
Comments: To: AAPORNET@ASU.EDU  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

There really has been quite a range in the poll descriptions of the plan. =  
Moreover, the fact that=20  
the plan is still a work in process may lead to different results a week =  
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Below is a USA Today/Gallup update.

Descriptions have now ranged from this=E2=80=A6  
LA Times/Bloomberg, Sep 19-24. =E2=80=9C"Do you think the government shou=  
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rescue ailing private financial firms whose collapse could have adverse e=  
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ny action on the matter=E2=80=9D

Also, CBS found 38% who didn=E2=80=99t =E2=80=9Cknow enough to really say=  
=E2=80=9D.

Stay tuned.

Nick Panagakis

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=====  
=====  
Date: Wed, 1 Oct 2008 09:46:16 -0400

Reply-To: Alex Trouteaud <alex@SCHAPIROGROUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Alex Trouteaud <alex@SCHAPIROGROUP.COM>  
Subject: Job Posting - Atlanta  
Comments: To: AAPORNET@ASU.EDU  
Mime-Version: 1.0 (Apple Message framework v929.2)  
Content-Type: text/plain; charset=US-ASCII; format=flowed; delsp=yes  
Content-Transfer-Encoding: 7bit

The Schapiro Group, Inc. has an immediate opening for a Strategist. The Schapiro Group is a data-driven strategic consulting firm located in downtown Atlanta that utilizes applied social research. We partner with a variety of public, private and non-profit clients in communications, marketing, organizational performance, and campaigns that contribute positively to the Atlanta community and beyond.

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- Producing high-quality written work including project reports for client consumption
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This position requires enthusiasm for and experience with applied social research, a desire to work closely with clients, familiarity with statistical analysis, and strong thinking and writing skills. The successful candidate must be able to work successfully as a member of The Schapiro Group's Client Team in a collegial, friendly environment and respond positively to constructive critique. Applicants must have excellent computer skills, and experience with SAS and GIS is helpful. An advanced degree in a social research field is required.

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=====

Date: Wed, 1 Oct 2008 12:26:36 -0400  
Reply-To: r.perloff@csuohio.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Richard M. Perloff" <r.perloff@CSUOHIO.EDU>  
Subject: Re: Different wording, different results  
Comments: To: Nick Panagakis <mkshares@COMCAST.NET>  
Comments: cc: AAPORNET@ASU.EDU  
In-Reply-To: <LISTSERV%200810010604592378.954E@LISTS.ASU.EDU>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=windows-1252; format=flowed  
Content-Transfer-Encoding: 8bit

Yes. but most of the polls have erred in not using a filter. There should be a filter that follows and says something like: "Failure to approve the rescue package may imperil the nation's credit system. It may make it more difficult for cities to finance street repairs or automobile companies to approve car loans for consumers." Then the opinion question could be asked again. Some would still not favor the bail-out because they don't think it's the taxpayers' job, but at least the information would be out there.

In the absence of this, we can't distinguish between relatively informed and uninformed public opinion.

Rick Perloff  
Cleveland State

Nick Panagakis wrote:

- > There really has been quite a range in the poll descriptions of the plan. Moreover, the fact that
- > the plan is still a work in process may lead to different results a week from now.
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> Nick Panagakis  
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Richard M. Perloff  
Director and Professor  
School of Communication  
Cleveland State University  
Cleveland, Ohio 44115  
216-687-4631

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=====  
Date: Wed, 1 Oct 2008 09:33:07 -0700  
Reply-To: Floyd Ciruli <[fciruli@AOL.COM](mailto:fciruli@AOL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Floyd Ciruli <[fciruli@AOL.COM](mailto:fciruli@AOL.COM)>  
Subject: PAPOR Presents Short Course Don Dillman  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

PAPOR Presents Short Course To Mix or Not To Mix Survey Modes by professo=  
r=20  
Don Dillman.

Instructor:=09=09Don A. Dillman, Washington State University  
Date:=09=09=09December 11th, 2008  
Fee:=09=09=098:30 =E2=80=93 11:00 a.m. Sir Francis Drake Hotel  
=09=09=09\$50 before November 15th pre-registration cut-off=20  
date,  
=09=09=09\$75 after. \$25 for students. Register online at=20  
PAPOR.org.  
MRA PRC Credits:=092.5 hours of research credit

Sir Francis Drake  
450 Powell Street  
San Francisco, CA 94102

The Pacific Chapter of AAPOR has arranged for professor Don Dillman to=20=

offer a workshop based on his cutting edge research in data collection modes: telephone, mail and the Internet. He will teach the course from groundbreaking work from his newly updated classic. Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method. The workshop will begin the PAPOR's annual two-day Conference in San Francisco December 1 and 2, 2008, see web site for more information [www.PAPOR.org](http://www.PAPOR.org).

### To Mix or Not To Mix Survey Modes

Don A. Dillman will present a lively morning short course on one of the most perplexing challenges now facing designers of surveys. The collection of survey data by multiple modes is encouraged by declines in response rates, poorer coverage for traditional sample frames, and the decline in people's willingness to provide contact information for particular modes. However, the use of more than one mode in a single survey faces a gauntlet of problems that result in different modes producing different answers to many questions. Examples include the fact that different modes encourage questions to be structured in different ways and the existence of substantial evidence that aural (telephone) vs. visual (web and mail) communication encourages the providing of different answers. This short course covers all of these issues and more. It links available research to the making of practical decisions that are now being faced by survey organizations throughout the world on whether to mix or not mix survey modes. Some of his conclusions and recommendations are likely to surprise you.

### Don Dillman

Don Dillman is Regents Professor and the Thomas S. Foley Professor of Government and Public Policy at Washington State University in Pullman, Washington. Throughout his career he has worked with all of the major survey modes (in-person, telephone, mail, IVR and the Internet), and has conducted mixed-mode surveys that involved each of these modes. From 1991-1995 he was the Senior Survey Methodologist at the U.S. Bureau of the Census where he provided leadership for developing more effective data

collection procedures for the 2000 Census. Since then he has maintained an active research program emphasizing learning how visual design and layout influence answers to survey questions. More recently, he has begun a systematic research effort to learn how to use address-based sampling to contact general public samples and obtain responses over the Internet. The ideas presented in this short course are based on his most recent research, as well as on two new books: International Handbook of Survey Methodology (edited with Edith de Leeuw and Joop Hox and released in January, 2008), and, the third edition of his TDM book, now titled, Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method (coauthored with Jolene Smyth and Leah Christian) that will appear in print later this year.

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=====  
Date: Wed, 1 Oct 2008 12:51:44 EDT  
Reply-To: JAnnSelzer@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>  
Subject: Fwd: Survey Says: Polls Have Problems  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

I kept waiting for this post to appear on the listserv and it only now dawns on me that I did not reply to all. Here are some (now maybe dated) thoughts on the article posted yesterday. JAS

J. Ann Selzer, Ph.D.  
Selzer & Company  
520 42nd Street  
Des Moines, Iowa 50312  
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at [JASelzer@SelzerCo.com](mailto:JASelzer@SelzerCo.com)

Visit our website. [www.SelzerCo.com](http://www.SelzerCo.com)

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From: JAnnSelzer

To: Simonetta@ARTSCI.COM  
Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time  
Subj: Re: Survey Says: Polls Have Problems

I had a call from someone a couple of months ago (can't remember his name or his organization thought it was something like truth in polling, or something) arguing that we should not be asking about the election if it were held today, but rather who the person intends to vote for in the future. Apparently, this guy talked to a lot of people. If two polls are both using the standard question, then this is not the reason for variability between polls. I honestly do not know why this is deemed such an important issue.

When asked if my current polls will hold through election day, I just say that the purpose of campaigns is to sway public opinion. So, why would we think a September poll would still hold in November? These challenges to polling seem naive. As for cell phones, the conclusions have been that if you get age right, you lose very little by leaving them out. In very very close states, of course, this could be the difference. But again, for now, this charge seems unwarranted.

This author seems to miss the main problems of variability in "likely voter" definitions, sample selection, and weighting. That's what is most obvious to me. JAS

J. Ann Selzer, Ph.D.  
Selzer & Company  
520 42nd Street  
Des Moines, Iowa 50312  
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at JASelzer@SelzerCo.com

Visit our website.

[\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/) [\\_www.SelzerCo.com](http://www.SelzerCo.com)

In a message dated 9/29/2008 4:04:57 P.M. Central Daylight Time, Simonetta@ARTSCI.COM writes:

<http://tinyurl.com/3ouc4x>

[\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/) [\(http://www.selzerco.com/\)](http://www.selzerco.com/)

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(<http://pr.atwola.com/promoclk/100000075x1209382257x1200540686/aol?redir=http://www.walletpop.com/?NCID=emlcntuswall00000001>) \_.\_  
(<http://www.selzerco.com/>)

\*\*\*\*\*Looking for simple solutions to your real-life financial challenges? Check out WalletPop for the latest news and information, tips and calculators. (<http://www.walletpop.com/?NCID=emlcntuswall00000001>)

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=====  
Date: Wed, 1 Oct 2008 12:38:41 -0500  
Reply-To: "G. Donald Ferree, Jr." <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "G. Donald Ferree, Jr." <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>  
Subject: Re: Different wording, different results  
Comments: To: [r.perloff@csuohio.edu](mailto:r.perloff@csuohio.edu), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[48E3A4BC.2060607@csuohio.edu](mailto:48E3A4BC.2060607@csuohio.edu)>  
Mime-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"; format=flowed  
Content-Transfer-Encoding: 8bit

As a general principle, I think it is safer to ask questions aimed at what members of the public THINK will (or will not) be the consequences of a given policy. Once we try to "inform" respondents, especially in areas where there might actually be some informed substantive disagreement about those facts, we may be in a slippery slope. Questions which would allow one to test an hypothesis such as "the public doubts the impact of Wall Street losses on everyday life, but those who belief there is such a link overwhelmingly favor X" would seem to me to be apt. Those that assume a point in dispute can at best only draw a very incomplete picture and may well mislead. And imagine for this and a host of issues trying to come up with a "fair summary" of a proposal and its impact if enacted! All of this is an argument less for finding the ideal question and more for asking a series of questions trying to address various dimensions of an issue.

At 11:26 AM 10/1/2008, Richard M. Perloff wrote:

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>  
>Richard M. Perloff  
>Director and Professor  
>School of Communication  
>Cleveland State University  
>Cleveland, Ohio 44115  
>216-687-4631  
>  
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=====  
Date: Wed, 1 Oct 2008 12:58:25 -0500  
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>  
Subject: 2008 Kauffman Symposium on Entrepreneurship and Innovation Data  
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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2008 Kauffman Symposium on Entrepreneurship and Innovation Data

=20

"Proposals to Advance Measurement of Entrepreneurship and Innovation Data"

=20

Friday, November 21, 2008

8:00 am - 4:45 pm

The Fairmont, Washington, D.C.

2401 M St NW

Draft Program

<<http://www.kauffman.org/dataSymposium/resources/DataSymposium2008Agenda.pdf>>=20

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The 2008 Kauffman Symposium on Entrepreneurship and Innovation Data has four main purposes: =20

=20

- \* To encourage discussion on incremental steps to improve data collection efforts, governmental and private;=20
- \* To provide a broad perspective on the importance of governmental and private data in serving research needs and driving better policy;=20
- \* To highlight the increase in entrepreneurship and innovation data available for research, as well as the need for continued improvements; and=20
- \* To amplify the voices of those proposing specific changes through intensive support, critique, and shared infrastructure.

=20

The 2008 Data Symposium will bring together more than 150 representatives from statistical offices, academia, and other interested individuals to discuss specific proposals for tangible improvements. Program highlights include:

=20

\* Twenty-four proposals <<http://www.kauffman.org/dataSymposium/resources/DataSymposium2008Agenda.pdf>> presented on how to advance our understanding of entrepreneurship and innovation through leveraging data collection tools and methodologies.

\* Luncheon presented in partnership with the National Science Foundation and the Conference Board featuring a panel discussion on developing new research data sets to advance understanding of entrepreneurship and innovation. Moderated by Dr. Robert Litan, Kauffman Foundation, and with confirmed panelists Dr. Gail Fosler, the Conference Board; Dr. David Lightfoot, National Science Foundation; and Dr. Gail Pesyna, Sloan Foundation; as well as invited (but unconfirmed) keynote speaker Senator Jeff Bingaman.

\* An update on progress made since the 2007 National Academies publication "Understanding Business Dynamics: An Integrated Data System for America's Future," as well as the 2008 Department of Commerce publication "Innovation Measurement: Tracking the State of Innovation in the American Economy."

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Register at <http://www.kauffman.org/dataSymposium/rsvp.cfm>. (Seating is limited.)

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More information is available at <http://www.kauffman.org/dataSymposium/2008index.cfm>.

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=====  
Date: Wed, 1 Oct 2008 14:59:53 -0500  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: Different wording, different results  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[48E3A4BC.2060607@csuohio.edu](mailto:48E3A4BC.2060607@csuohio.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii; format=flowed  
Content-Transfer-Encoding: 7bit

New rescue plan elements.

Nick

## CONGRESS SWEETENS BAILOUT BY ADDING TAX CUTS

By Reuters | Oct 2008 | 03:22 PM ET

Leaders in the US Congress have deployed their best weapon for winning passage of a \$700 billion financial industry bailout just weeks before the elections: attaching tax cuts to an otherwise bitter pill.

The Senate aims to vote at some stage on Wednesday evening, after 7:30 pm, on a retooled bill allowing the federal government to buy bad debt held by Wall Street that is threatening to sink the global economy.

If the bill passes the Senate, the House is "likely" to vote on Friday on the new version of the bill, a senior House Democratic aide said.

Besides adding tax sweeteners to the bill, another provision is being tacked on to soothe voters worried about losing their life's savings: the federal government would increase its FDIC bank-account insurance to \$250,000 per account, up from \$100,000.

## SNIP

Sketching out those sweeteners, Reid spoke of renewing a package of tax cuts that have expired or are about to expire for the middle class, small businesses and entrepreneurs working on renewable energy projects, which would be attached to the bailout.

Besides keeping tax rates lower for the middle-class, Reid said the other provisions "will create hundreds of thousands of jobs here in the United States," sparking investment in small and large businesses." Congress was determined to renew these tax breaks anyway, in time for next April's tax filing season.

But an election-year tax cut is likely to cheer voters and to lessen the pain felt by taxpayers spending \$700 billion to fix mistakes by Wall Street executives.

Beyond the tax cuts, congressional leaders were working broadly to convince voters that the bailout is for "Main Street," not just Wall Street.

The House defeat of the bill was triggered by an angry stream of voter complaints.

"This isn't for lower Manhattan," the home of the U.S. financial district, Reid said. Instead, unlocking the spreading credit freeze will help "people keep their jobs...buy a car...be able to get a loan for that car," Reid added.

"It is clear that this is what we must do right now to prevent a crisis from turning into a catastrophe," Obama told a rally in La Crosse, Wisconsin.

McCain, in Independence, Missouri, also embraced the latest plan, saying, "If the financial rescue bill fails in Congress yet again, the present crisis will turn into a disaster."

House Speaker Nancy Pelosi has been working to back up that message for voters, reminding them that if everything goes well, the legislation could end up making the government, and thus taxpayers, money.

This is a "buy-in," not a bailout, she argues.

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=====  
Date: Thu, 2 Oct 2008 08:47:56 -0400  
Reply-To: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Comments: cc: "Smith, Andrew" <[Andrew.Smith@unh.edu](mailto:Andrew.Smith@unh.edu)>  
In-Reply-To: <[d0c.3b43f1bf.361504a0@aol.com](mailto:d0c.3b43f1bf.361504a0@aol.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Hi, Ann --

I think the issue may be a bit different from what that caller to you was saying. The issue about asking the standard forced choice hypothetical vote choice question -- who would you vote for if the election were held today (among listed candidates) -- is that this question does not provide a complete picture of the election campaign. It may be the best question in order to predict the results in the last pre-election poll before election day, because at that point the election IS almost "today" and most voters have come to a decision by then. But during the campaign, the question can produce highly distorted results.

A brief example: Following months of poll results showing Giuliani as the dominant frontrunner in the Republican contest, and Clinton with a "solid" lead among Democrats (see Gallup <<http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giuliani-Still-Tops-GOP-Field.aspx>> May 2007 poll), in late November 2007 Gallup conducted a one-time poll that eschewed the standard forced-choice question and asked instead, whether Republicans and, separately, Democrats, had made up their minds whom to support and if so which candidates? In that context, Gallup found 74% of Republican undecided, and among those making a choice, no candidate received more than 5% of the vote. Yet Giuliani was attracting millions of dollars in contributions because of his alleged frontrunner status, though the poll showed that in fact there was no front

runner. See the following (Gallup  
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Also, the special November poll showed that 69% of Democrats had not made up their minds. Among those who had made a decision, Clinton was leading Obama 18% to 7% -- hardly the "solid" lead that Gallup and others were reporting, especially given that 7 of 10 voters were still mulling over their choices. Gallup's conclusion based on the November poll: the race was wide open! This point was hardly evident from the other Gallup polls (and other major media polls) using the standard hypothetical vote choice question both before that special poll and afterward.

Andy Smith and I wrote a paper for the last AAPOR conference elaborating on this problem ("Have You Made Up Your Minds Yet? Undecided Voters in the New Hampshire Primary"), and my just published book, *The Opinion Makers* <<http://www.davidwmoore.us/>> , covers the issue in more detail. I also have blogged about the issue on [skepticalpollster.com](http://skepticalpollster.com) <<http://skepticalpollster.com/>> . If you'd like a copy of the AAPOR paper (or if anyone else would like a copy), we'd be glad to send it electronically. Please send your request either to [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu) or to [d.moore@unh.edu](mailto:d.moore@unh.edu).

Thanks!

David

David W. Moore

Senior Fellow, The Carsey Institute

University of New Hampshire

73 Main Street, Huddleston Hall

Durham, NH 03824

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of J. Ann Selzer

Sent: Wednesday, October 01, 2008 12:52 PM

To: AAPORNET@ASU.EDU

Subject: Fwd: Survey Says: Polls Have Problems

I kept waiting for this post to appear on the listserv and it only now dawns

on me that I did not reply to all. Here are some (now maybe dated) thoughts

on the article posted yesterday. JAS

J. Ann Selzer, Ph.D.

Selzer & Company

520 42nd Street

Des Moines, Iowa 50312

515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at

JASelzer@SelzerCo.com

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---

From: JAnnSelzer

To: Simonetta@ARTSCI.COM

Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time

Subj: Re: Survey Says: Polls Have Problems

I had a call from someone a couple of months ago (can't remember his name or

his organization thought it was something like truth in polling, or something) arguing that we should not be asking about the election if it were held today, but rather who the person intends to vote for in the future. Apparently, this guy talked to a lot of people. If two polls are both using the standard question, then this is not the reason for variability between polls. I honestly do not know why this is deemed such an important issue.

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This author seems to miss the main problems of variability in "likely voter" definitions, sample selection, and weighting. That's what is most obvious to me. JAS

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In a message dated 9/29/2008 4:04:57 P.M. Central Daylight Time,

Simonetta@ARTSCI.COM writes:

<http://tinyurl.com/3ouc4x>

[\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/) [\(http://www.selzerco.com/\)](http://www.selzerco.com/)

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[\(http://www.selzerco.com/\)](http://www.selzerco.com/)

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Version: 8.0.173 / Virus Database: 270.7.5/1697 - Release Date: 9/30/2008  
11:03 AM

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=====  
Date: Thu, 2 Oct 2008 10:54:40 -0500  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <!&!AAAAAAAAYAAAAAAAKDckmbCVxIHn6UiOGrTmAHCgAAAEAAAAFj/HOsnbVJNj8OAYIzIX50BAAAAA==@comcast.net>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=windows-1252; format=flowed  
Content-Transfer-Encoding: 8bit

David-

If, as you say, the election held today question is ♦the best question in order to predict the results in the last pre-election poll before election day♦ then why shouldn♦ it be the best question to ask during the entire period of campaigning?

My understanding of earlier polls is to track the success each candidate is having winning voter support, not predicting the final outcome. My understanding is a series of polls over time will reveal whether or not

voters are changing their minds about the candidates, whether vote preference between candidates is changing or not. Why do you call this a distortion. There could be changes in campaign strategies or exogenous factors, for example a tanking economy, that lead voters to change their minds.

As for supersizing undecideds by including voters who could still change their minds, I think that's a distortion. ABC follows up that question by asking their chances of doing so. Currently half say their chances are pretty unlikely. Should voters pretty unlikely to change their minds be considered undecided? I hope ABC continues asking this through November this year.

No argument with pre-primary polls taken months before primary and caucuses begin. Five years ago Howard Dean had a lock on the nomination.

Nick Panagakis

David Moore wrote:

>Hi, Ann --

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>I think the issue may be a bit different from what that caller to you was saying. The issue about asking the standard forced choice hypothetical vote choice question -- who would you vote for if the election were held today (among listed candidates) -- is that this question does not provide a complete picture of the election campaign. It may be the best question in order to predict the results in the last pre-election poll before election day, because at that point the election IS almost "today" and most voters have come to a decision by then. But during the campaign, the question can produce highly distorted results.

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>to [d.moore@unh.edu](mailto:d.moore@unh.edu).

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>Thanks!

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>David

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>David W. Moore

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>Senior Fellow, The Carsey Institute

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>73 Main Street, Huddleston Hall

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>Durham, NH 03824

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>-----Original Message-----

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of J. Ann Selzer

>Sent: Wednesday, October 01, 2008 12:52 PM

>To: AAPORNET@ASU.EDU

>Subject: Fwd: Survey Says: Polls Have Problems

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>J. Ann Selzer, Ph.D.

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> From: JAnnSelzer

>

>To: Simonetta@ARTSCI.COM

>

>Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time

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>Subj: Re: Survey Says: Polls Have Problems

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>p://www.walletpop.com/?NCID=emlcntuswall00000001) \_.\_

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>11:03 AM  
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=====  
Date: Thu, 2 Oct 2008 12:21:46 EDT  
Reply-To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "J. Ann Selzer" <[JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="UTF-8"  
Content-Transfer-Encoding: quoted-printable

It is common to follow up a horserace question by asking whether the respondent's mind is made up or if they could still be persuaded to support another candidate. We talk about the fluidity of races all the time. I don't think that element is underpolled, but perhaps under reported in the media, especially just ahead of New Hampshire primary. The point of polling six months out is to understand the way things stand at that time. It's not especially useful maybe to create a huge undecided finding. I say "created" but I really can't tell if you asked individuals to name candidates without prompting (which is not the way they will be asked



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their vote on election day) or if you only asked those who said they had ma=  
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up their minds which candidate they support. In either case, it seems to m=  
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you are artificially lowering the percentage with a preferred candidate, ev=  
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as you seek not to inflate the same. =20

JAS  
=20  
J. Ann Selzer, Ph.D.  
Selzer & Company  
520 42nd Street  
Des Moines, Iowa 50312  
515.271.5700

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JASelzer@SelzerCo.com

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=20  
In a message dated 10/2/2008 7:48:16 A.M. Central Daylight Time, =20  
dmoore62@comcast.net writes:

=20  
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Thanks!

David

David W. Moore

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<http://tinyurl.com/3ouc4x>=20

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11:03 AM

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challenges? Check out WalletPop for the latest news and information, tips a=

nd=20

calculators. (http://www.walletpop.com/?NCID=3Demlcntuswall00000001)

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Archives: http://lists.asu.edu/archives/aapornet.html .

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Date: Thu, 2 Oct 2008 12:57:53 -0400

Reply-To: "Shiman, Lawrence H" <LawrenceH\_Shiman@DFCI.HARVARD.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Shiman, Lawrence H" <LawrenceH\_Shiman@DFCI.HARVARD.EDU>

Subject: Re: Survey Says: Polls Have Problems

Comments: To: AAPORNET@ASU.EDU

In-Reply-To: A<d2f.2b19e48d.36164f1a@aol.com>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

As far as I can tell, people are talking about both primaries, which can contain multiple candidates from the same party with similar views, and general

election campaigns, which contain two well-known mainstream candidates from opposite parties and who hold very different views.

I would expect most voters' preferences to be far more rigid several months out

in a general election campaign than in a primary campaign. Most Democrats are going to vote Democrat, and most Republicans are going to vote Republican.

This

isn't to say that there aren't swing voters who often change their minds during the campaign. Its just a very different dynamic than in party primaries.

Because of these factors, the value of polling several months out depends on what type of campaign we are talking about.

Lawrence Shiman  
Research Scientist  
Dana-Farber Cancer Institute

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer  
Sent: Thursday, October 02, 2008 12:22 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

It is common to follow up a horserace question by asking whether the respondent's mind is made up or if they could still be persuaded to support another candidate. We talk about the fluidity of races all the time. I don't think that element is underpolled, but perhaps under reported in the media, especially just ahead of New Hampshire primary.

The point of polling six months out is to understand the way things stand at that time. It's not especially useful maybe to create a huge undecided finding. I say "created" but I really can't tell if you asked individuals to name candidates without prompting (which is not the way they will be asked for their vote on election day) or if you only asked those who said they had made up their minds which candidate they support. In either case, it seems to me you are artificially lowering the percentage with a preferred candidate, even as you seek not to inflate the same.  
JAS

J. Ann Selzer, Ph.D.  
Selzer & Company  
520 42nd Street  
Des Moines, Iowa 50312  
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at JASelzer@SelzerCo.com

Visit our website. [\\_www.SelzerCo.com](http://www.SelzerCo.com)

In a message dated 10/2/2008 7:48:16 A.M. Central Daylight Time, dmoore62@comcast.net writes:

Hi, Ann --  
I think the issue may be a bit different from what that caller to you was saying. The issue about asking the standard forced choice hypothetical vote choice question -- who would you vote for if the election were held today (among

listed candidates) -- is that this question does not provide a complete picture of the election campaign. It may be the best question in order to predict the results in the last pre-election poll before election day, because at that point the election IS almost "today" and most voters have come to a decision by then. But during the campaign, the question can produce highly distorted results.

A brief example: Following months of poll results showing Giuliani as the dominant frontrunner in the Republican contest, and Clinton with a "solid" lead among Democrats (see

[\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/) [\\_Gallup May 2007 poll\\_ \(http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giulia](http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giulia)

[ni-Still-Tops-GOP-Field](http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giulia)

[.aspx](http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giulia)) [\\_](http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giulia)), in late November 2007 Gallup conducted a one-time poll that eschewed the standard forced-choice question and asked instead, whether Republicans and, separately, Democrats, had made up their minds whom to support and if

so which candidates? In that context, Gallup found 74% of Republican undecided, and among those making a choice, no candidate received more than 5%

of the

vote. Yet Giuliani was attracting millions of dollars in contributions because of his alleged frontrunner status, though the poll showed that in fact

there was no front runner. See the following ([\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/)

[\\_Gallup Nov 2007 poll\\_](http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candidate.as)

[px#1](http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candidate.as)) [\\_](http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candidate.as)

[\\_](http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candidate.as)).

Also, the special November poll showed that 69% of Democrats had not made up their minds. Among those who had made a decision, Clinton was leading Obama 18% to 7% -- hardly the "solid" lead that Gallup and others were reporting, especially given that 7 of 10 voters were still mulling over their choices.

Gallup's conclusion based on the November poll: the race was wide open! This point was hardly evident from the other Gallup polls (and other major media polls) using the standard hypothetical vote choice question both before that special poll and afterward.

Andy Smith and I wrote a paper for the last AAPOR conference elaborating on this problem ("Have You Made Up Your Minds Yet? Undecided Voters in the New Hampshire Primary"), and my just published book, [\\_The Opinion Makers\\_ \(http://www.davidwmoore.us/\)](http://www.davidwmoore.us/) [\\_](http://www.davidwmoore.us/), covers the issue in more detail. I also have blogged

about the issue on [\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/) [\\_skepticalpollster.com\\_](http://www.skepticalpollster.com/)

[\(http://skepticalpollster.com/\)](http://www.skepticalpollster.com/) [\\_](http://www.skepticalpollster.com/). If you'd like a copy of the AAPOR paper (or if

anyone else would like a copy), we'd be glad to send it electronically.

Please send your request either to [\\_ \(http://www.selzerco.com/\)](http://www.selzerco.com/)

[\\_andrew.smith@unh.edu\\_ \(mailto:andrew.smith@unh.edu\)](mailto:andrew.smith@unh.edu) [\\_](http://www.selzerco.com/) or to [\\_](http://www.selzerco.com/)

[\\_](http://www.selzerco.com/)

[\\_d.moore@unh.edu\\_ \(mailto:d.moore@unh.edu\)](mailto:d.moore@unh.edu) [\\_](http://www.selzerco.com/).

Thanks!

David

David W. Moore

Senior Fellow, The Carsey Institute  
University of New Hampshire  
73 Main Street, Huddleston Hall  
Durham, NH 03824

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer

Sent: Wednesday, October 01, 2008 12:52 PM

To: AAPORNET@ASU.EDU

Subject: Fwd: Survey Says: Polls Have Problems

I kept waiting for this post to appear on the listserv and it only now dawns

on me that I did not reply to all. Here are some (now maybe dated) thoughts

on the article posted yesterday. JAS

J. Ann Selzer, Ph.D.

Selzer & Company

520 42nd Street

Des Moines, Iowa 50312

515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at

JASelzer@SelzerCo.com

Visit our website. [www.SelzerCo.com](http://www.SelzerCo.com)

---

From: JAnnSelzer

To: Simonetta@ARTSCI.COM

Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time

Subj: Re: Survey Says: Polls Have Problems

I had a call from someone a couple of months ago (can't remember his name or

his organization thought it was something like truth in polling, or something) arguing that we should not be asking about the election if it were held

today, but rather who the person intends to vote for in the future.

Apparently, this guy talked to a lot of people. If two polls are both using the

standard question, then this is not the reason for variability between polls. I

honestly do not know why this is deemed such an important issue.

When asked if my current polls will hold through election day, I just say that the purpose of campaigns is to sway public opinion. So, why would we

think a September poll would still hold in November? These challenges to polling

seem naive. As for cell phones, the conclusions have been that if you get

age right, you lose very little by leaving them out. In very very close states, of course, this could be the difference. But again, for now, this charge

seems unwarranted.

This author seems to miss the main problems of variability in "likely voter"

definitions, sample selection, and weighting. That's what is most obvious to me. JAS

J. Ann Selzer, Ph.D.

Selzer & Company

520 42nd Street

Des Moines, Iowa 50312

515.271.5700

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JASelzer@SelzerCo.com  
Visit our website.

[\\_ \(http://www.selzerco.com/\) \\_www.SelzerCo.com](http://www.selzerco.com/)

In a message dated 9/29/2008 4:04:57 P.M. Central Daylight Time,  
Simonetta@ARTSCI.COM writes:

<http://tinyurl.com/3ouc4x>

[\\_ \(http://www.selzerco.com/\) \(http://www.selzerco.com/\)](http://www.selzerco.com/)

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Version: 8.0.173 / Virus Database: 270.7.5/1697 - Release Date: 9/30/2008

11:03 AM

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=====  
Date: Thu, 2 Oct 2008 13:41:30 -0400

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>



Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Is youth being served in polls?  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

<http://www.msnbc.msn.com/id/26973270/>

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Is youth being served in polls?=20

We can only guess at the likely demographics on Nov. 4.

By Mark Blumenthal

National Journal

updated 11:53 a.m. ET, Wed., Oct. 1, 2008

WASHINGTON - Should pollsters weight their voter samples by age? And if so, by how much? That's an awfully wonky question, and yet it has been getting quite a bit of attention over the last few days. The answer may help explain why some polls show different results in the race for president.

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The most recent story involves the daily "Battleground poll" sponsored by George Washington University and conducted by the team of Republican pollster Ed Goetas, of the Tarrance Group, and Democratic pollster Celinda Lak , of Lake Research Partners.

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Their tracking survey had been showing John McCain with a consistent lead of 1 to 2 percentage points over Barack Obama during the last 10 days, even while three other daily tracking polls showed Obama regaining a lead. Democratic partisans were asking, Why is the Battleground survey different?

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On Monday, blogger Nate Silver found what looked to be a likely culprit: The questionnaire and cross-tabulations published online by the Battleground poll showed a much older electorate than he saw when he checked the age of the 2004 electorate as reported by the Current Population Study (CPS) of the U.S. Census.

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SNIP

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Archives: <http://lists.asu.edu/archives/aapornet.html> .

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=====

Date: Thu, 2 Oct 2008 15:45:14 -0400

Reply-To: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>

Subject: Re: Survey Says: Polls Have Problems

Comments: To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[48E4EEC0.8000007@marketsharescorp.com](mailto:48E4EEC0.8000007@marketsharescorp.com)>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 7bit

Nick,  
So we agree about the importance of changing the vote choice question before and during the primary season, right? Obviously, Giuliani was not the frontrunner, and Clinton did not have "solid" support among Democrats. The poll questions produced bad data.

So, now we're talking about the general election campaign. Do you believe that in March 2008, only 5% of the voters were undecided? That's what the Gallup daily tracking poll told us. In fact, for the past six months, the Gallup daily tracking poll has reported an average of 5% to 6% of undecided voters, all the while showing a somewhat volatile electorate. Does this make sense?

I don't understand why pollsters are so loathe to track the undecided vote, along with the percentages for each of the candidates, so that we can see how the undecided vote declines over time -- instead of remaining constant, as the polls now show.

In their last pre-election poll, pollsters may then want to predict the winner by squeezing the respondents for a choice. But during the campaign, why should pollsters always be trying to predict, rather than reflect, the actual state of the electorate -- which includes significant (and declining) numbers of undecided voters?

David

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis  
Sent: Thursday, October 02, 2008 11:55 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

David-

If, as you say, the election held today question is "the best question in order to predict the results in the last pre-election poll before election day" then why shouldn't it be the best question to ask during the entire period of campaigning?

My understanding of earlier polls is to track the success each candidate is having winning voter support, not predicting the final outcome. My understanding is a series of polls over time will reveal whether or not voters are "changing their minds" about the candidates, whether vote preference between candidates is changing or not. Why do you call this a "distortion". There could be changes in campaign strategies or exogenous factors, for example a tanking economy, that lead voters to change their minds.

As for supersizing undecideds by including voters who could still change their minds, I think that's a distortion. ABC follows up that question by asking their chances of doing so. Currently half say their chances are pretty unlikely. Should voters pretty unlikely to change their minds be considered undecided? I hope ABC continues asking this through November this year.

No argument with pre-primary polls taken months before primary and caucuses begin. Five years ago Howard Dean had a lock on the nomination.

Nick Panagakis

David Moore wrote:

>Hi, Ann --

>

>I think the issue may be a bit different from what that caller to you was  
>saying. The issue about asking the standard forced choice hypothetical vote  
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>electronically. Please send your request either to [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu) or  
>to [d.moore@unh.edu](mailto:d.moore@unh.edu).

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>Thanks!

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>David  
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>David W. Moore  
>  
>Senior Fellow, The Carsey Institute  
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>University of New Hampshire  
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>73 Main Street, Huddleston Hall

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>Durham, NH 03824

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>-----Original Message-----  
>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer  
>Sent: Wednesday, October 01, 2008 12:52 PM  
>To: AAPORNET@ASU.EDU  
>Subject: Fwd: Survey Says: Polls Have Problems

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>Visit our website. [www.SelzerCo.com](http://www.SelzerCo.com)  
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> From: JAnnSelzer

>  
>To: Simonetta@ARTSCI.COM  
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>Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time  
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>Subj: Re: Survey Says: Polls Have Problems  
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>J. Ann Selzer, Ph.D.  
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>Selzer & Company  
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>520 42nd Street  
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>Des Moines, Iowa 50312  
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>515.271.5700  
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>JASelzer@SelzerCo.com  
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>In a message dated 9/29/2008 4:04:57 P.M. Central Daylight Time,  
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>Simonetta@ARTSCI.COM writes:  
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>(http://www.selzerco.com/)

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Date: Thu, 2 Oct 2008 16:04:29 -0400  
Reply-To: "Timmsferrara, Lois" <lois.timmsferrara@UCONN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Timmsferrara, Lois" <lois.timmsferrara@UCONN.EDU>  
Subject: Mitofsky Award Recipient  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Roper Center Announces Robert Blendon is the Recipient of the Warren J. Mitofsky Award for Excellence in Public Opinion Research (2008)

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The Board of Directors of the Roper Center for Public Opinion Research is pleased to announce that Professor Robert Blendon of Harvard University is the recipient of the second Warren J. Mitofsky Award for Excellence in Public Opinion Research. The award recognizes Blendon's pioneering use of public opinion data to better understand health care problems and craft more effective policy solutions.=20

=20

A professor of health policy and political analysis at Harvard's School of Public Health and John F. Kennedy School of Government and director of the Harvard Program on Public Opinion and Health and Social Policy, Blendon has worked for more than twenty years with colleagues in the United States and abroad to study how public opinion relates to policy. Blendon's studies, reported in more than 200 articles, have been published in venues reaching an enormously wide range of professional, scholarly, and general audiences: the medical profession, through the Journal of the American Medical Association and the New England Journal of Medicine; health care practitioners and lay audiences, through journals like Inquiry and Health Affairs; economists, through the Journal of Economic Perspectives; and political scientists and others through chapters in academic books. He also has enriched the public debate by sharing his insights with a wider audience through many articles published in The Washington Post, The Boston Globe, and other major news outlets.

=20

Dr. Blendon is best known for his analysis of public opinion and voting

behavior on health policy and other domestic issues, for his work comparing public satisfaction with national health systems in twelve countries and for his research on public attitudes on Social Security and Medicare reform. In addition, he has served as a senior faculty member for the U.S. Conference of Mayors, the National Governor's Association, and the U.S. Congress Committee on Ways and Means.

=20

His research in the service of policy has firmly established Blendon as a public scholar who effectively bridges the gap between those who make health policy and those who study it. His longstanding expertise in the health care policy arena has made him an invaluable and sought-after colleague for academics and policymakers in the United States and worldwide. His work paints a finely nuanced picture of public opinion on health care issues as it differs across groups and over time. His scholarship has allowed us to better discern what the public knows about health care and how this knowledge can be used to develop and implement effective policies.=20

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Blendon's groundbreaking projects have made extensive use of the Roper Center archive, which has helped showcase the archive to national and international audiences. In addition, Blendon and his colleagues and collaborating organizations have conducted their own original surveys that have in turn helped enrich the Roper Center's holdings. In recognizing Blendon's contributions through his continually evolving research, the Roper Center affirms the powerful role that public opinion plays in shaping policy and understanding society more broadly.

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The Warren J. Mitofsky Award for Excellence in Public Opinion Research was established as a tribute to Warren Mitofsky who was chairman of the Roper Center Board of Directors. The Center established a fund in his name to support the Roper Center and sponsor an annual award for outstanding work utilizing the Center's archival holdings. The Award Committee members were Mike Hout, Patricia Moy, Rich Morin, Tom W. Smith, and Bob Shapiro (Chair).

=20

Dr. Blendon will be honored at an awards dinner on November 13, 2008 at the Newseum ([www.newseum.org](http://www.newseum.org) <<http://www.newseum.org/>> ), in Washington. Invitations to the dinner will be going out soon, but for more information, please visit: [www.ropercenter.uconn.edu](http://www.ropercenter.uconn.edu) <<http://www.ropercenter.uconn.edu/>>=20

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Lois E. Timms-Ferrara

Associate Director=20

The Roper Center=20

University of Connecticut=20

369 Fairfield Way, Unit 2164

Storrs, CT 06269-2164

Tel. 860-486-0656; Fax: 860-486-6308

www.RoperCenter.UConn.edu

email: lois.timmsferrara@uconn.edu=20

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=====

Date: Thu, 2 Oct 2008 14:42:44 -0600  
Reply-To: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<!!&!AAAAAAAAYAAAAAAAKDckmbCVxIHn6UiOGrTmAHCgAAAEAAAAG97vxumkptOgsbxQhIKPj  
wBAAAAA==@comcast.net>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

There is another approach to consider, especially if you're interested in measuring what is actually happening in an election: ask voter preference BOTH ways: first UNAIDED (before any candidate names are mentioned, such as with candidate recognition or favorability questions), then, later in the interview, squeeze voters all you wish with the usual AIDED question (including strength of preference, leaning, etc.).

UNAIDED yields a much higher rate of undecided voters. That's a good thing, and here is why: it measures reality. For example, perhaps 20% of voters in the Nov 2008 general election are true or largely undecided (what you get when you ask candidate preference UNaided). This is a very useful diagnostic insight. While a lot of practitioners and users of survey research are unfamiliar with (and thus threatened by) UNaided candidate preference questions, Unaided is pretty useful if you want higher validity. That's because it does a better job of meeting voters where THEY are at.

As we all know, the usual communication dynamic of survey research is one where pollsters essentially say, 'Here are a bunch of questions that WE find meaningful.' Next, being polite (Americans), respondents give answers to questions -- even in THEY don't find them meaningful. Anytime researchers focus more on talking (and giving the acceptable list of a priori answer categories) rather than listening, we likely incur more measurement error.

AIDED questions are fine to ask, more familiar to users of research like the media, and (seemingly) more definitive -- let's just remember that every research interview is a social interaction. Lots of polite people are giving polite answers to questions they find meaningless.

As for "predictive" polling, we know better. "Predictive" polling is a creation of a lazy media that is more interested in pursuing competitive advantage for readers, listeners, viewers than with revealing and clarifying the issues of the day.

Imagine the quality of our public debate (and candidate policies) if the media instead focused such effort and resources on explaining the candidate's policy priorities and intentions. As opposed to releasing 5 polls per day on what is happening in PA. And FL. And...

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of David Moore  
Sent: Thursday, October 02, 2008 1:45 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

Nick,  
So we agree about the importance of changing the vote choice question before and during the primary season, right? Obviously, Giuliani was not the frontrunner, and Clinton did not have "solid" support among Democrats. The poll questions produced bad data.

So, now we're talking about the general election campaign. Do you believe that in March 2008, only 5% of the voters were undecided? That's what the Gallup daily tracking poll told us. In fact, for the past six months, the Gallup daily tracking poll has reported an average of 5% to 6% of undecided voters, all the while showing a somewhat volatile electorate. Does this make sense?

I don't understand why pollsters are so loathe to track the undecided vote, along with the percentages for each of the candidates, so that we can see how the undecided vote declines over time -- instead of remaining constant, as the polls now show.

In their last pre-election poll, pollsters may then want to predict the winner by squeezing the respondents for a choice. But during the campaign, why should pollsters always be trying to predict, rather than reflect, the actual state of the electorate -- which includes significant (and declining) numbers of undecided voters?

David

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis  
Sent: Thursday, October 02, 2008 11:55 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

David-

If, as you say, the election held today question is "the best question in order to predict the results in the last pre-election poll before election day" then why shouldn't it be the best question to ask during the entire period of campaigning?

My understanding of earlier polls is to track the success each candidate is having winning voter support, not predicting the final outcome. My understanding is a series of polls over time will reveal whether or not voters are "changing their minds" about the candidates, whether vote preference between candidates is changing or not. Why do you call this a "distortion". There could be changes in campaign strategies or exogenous factors, for example a tanking economy, that lead voters to change their minds.

As for supersizing undecideds by including voters who could still change their minds, I think that's a distortion. ABC follows up that question by asking their chances of doing so. Currently half say their chances are pretty unlikely. Should voters pretty unlikely to change their minds be considered undecided? I hope ABC continues asking this through November this year.

No argument with pre-primary polls taken months before primary and caucuses begin. Five years ago Howard Dean had a lock on the nomination.

Nick Panagakis

David Moore wrote:

>Hi, Ann --

>

>I think the issue may be a bit different from what that caller to you was  
>saying. The issue about asking the standard forced choice hypothetical vote  
>choice question -- who would you vote for if the election were held today  
>(among listed candidates) -- is that this question does not provide a  
>complete picture of the election campaign. It may be the best question in  
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>have come to a decision by then. But during the campaign, the question can  
>produce highly distorted results.

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>A brief example: Following months of poll results showing Giuliani as the  
>dominant frontrunner in the Republican contest, and Clinton with a "solid"  
>lead among Democrats (see Gallup  
><<http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-G>

i  
>uliani-Still-Tops-GOP-Field.aspx> May 2007 poll), in late November 2007  
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><<http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candida>  
t  
>e.aspx#1> Nov 2007 poll).

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>  
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>18% to 7% -- hardly the "solid" lead that Gallup and others were reporting,  
>especially given that 7 of 10 voters were still mulling over their choices.  
>Gallup's conclusion based on the November poll: the race was wide open!  
This  
>point was hardly evident from the other Gallup polls (and other major media  
>polls) using the standard hypothetical vote choice question both before  
that  
>special poll and afterward.

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>  
>Andy Smith and I wrote a paper for the last AAPOR conference elaborating on  
>this problem ("Have You Made Up Your Minds Yet? Undecided Voters in the New  
>Hampshire Primary"), and my just published book, The Opinion Makers  
><<http://www.davidwmoore.us/>> , covers the issue in more detail. I also have  
>blogged about the issue on [skepticalpollster.com](http://skepticalpollster.com)  
><<http://skepticalpollster.com/>> . If you'd like a copy of the AAPOR paper  
>(or if anyone else would like a copy), we'd be glad to send it  
>electronically. Please send your request either to [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu) or  
>to [d.moore@unh.edu](mailto:d.moore@unh.edu).

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>Thanks!

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>David  
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>  
>David W. Moore  
>  
>Senior Fellow, The Carsey Institute  
>  
>University of New Hampshire  
>  
>73 Main Street, Huddleston Hall

>  
>Durham, NH 03824

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>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer  
>Sent: Wednesday, October 01, 2008 12:52 PM  
>To: AAPORNET@ASU.EDU  
>Subject: Fwd: Survey Says: Polls Have Problems

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>  
>I kept waiting for this post to appear on the listserv and it only now  
>dawns

>  
>on me that I did not reply to all. Here are some (now maybe dated)  
>thoughts

>  
>on the article posted yesterday. JAS

>  
>  
>  
>J. Ann Selzer, Ph.D.

>  
>Selzer & Company

>  
>520 42nd Street

>  
>Des Moines, Iowa 50312

>  
>515.271.5700

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>  
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>  
>  
>This e-mail address if for purposes of this list. Otherwise, contact me at

>  
>JASelzer@SelzerCo.com

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>  
>Visit our website. [www.SelzerCo.com](http://www.SelzerCo.com)

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> From: JAnnSelzer

>  
>To: Simonetta@ARTSCI.COM  
>  
>Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time  
>  
>Subj: Re: Survey Says: Polls Have Problems  
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>  
>I had a call from someone a couple of months ago (can't remember his name  
>or  
>  
>his organization thought it was something like truth in polling, or  
>  
>something) arguing that we should not be asking about the election if it  
>were held  
>  
>today, but rather who the person intends to vote for in the future.  
>  
>Apparently, this guy talked to a lot of people. If two polls are both  
>using the  
>  
>standard question, then this is not the reason for variability between  
>polls. I  
>  
>honestly do not know why this is deemed such an important issue.  
>  
>  
>  
>When asked if my current polls will hold through election day, I just say  
>  
>that the purpose of campaigns is to sway public opinion. So, why would we  
  
>  
>think a September poll would still hold in November? These challenges to  
>polling  
>  
>seem naive. As for cell phones, the conclusions have been that if you  
>get  
>  
>  
>age right, you lose very little by leaving them out. In very very close  
>  
>states, of course, this could be the difference. But again, for now, this  
>charge  
>  
>seems unwarranted.  
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>  
>  
>This author seems to miss the main problems of variability in "likely  
>voter"  
>  
>definitions, sample selection, and weighting. That's what is most obvious





>  
> Looking for simple solutions to your real-life financial challenges?  
>  
>\_Check out WalletPop for the latest news and information, tips and  
>  
>calculators\_  
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>(http://pr.atwola.com/promock/100000075x1209382257x1200540686/aol?redir=ht  
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>p://www.walletpop.com/?NCID=emlcntuswall00000001) \_.\_  
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>(http://www.selzerco.com/)

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>\*\*\*\*\*Looking for simple solutions to your real-life financial  
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>and  
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>calculators. (http://www.walletpop.com/?NCID=emlcntuswall00000001)

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>signoff aapornet  
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>Please ask authors before quoting outside AAPORNET.  
>  
>No virus found in this incoming message.  
>  
>Checked by AVG - <http://www.avg.com>

>  
>Version: 8.0.173 / Virus Database: 270.7.5/1697 - Release Date: 9/30/2008  
>11:03 AM

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[aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

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=====  
Date: Thu, 2 Oct 2008 16:46:07 -0500  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: David Moore <[dmoore62@COMCAST.NET](mailto:dmoore62@COMCAST.NET)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To:  
<![AAAAAAAAAAAAAYAAAAAAAAAKDckmbCVxIHn6UiOGrTmAHCgAAAEAAAAG97vxumkptOgsbxQhIKPjwBAAAAAA==@comcast.net](mailto:AAAAAAAAAAAAAYAAAAAAAAAKDckmbCVxIHn6UiOGrTmAHCgAAAEAAAAG97vxumkptOgsbxQhIKPjwBAAAAAA==@comcast.net)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii; format=flowed  
Content-Transfer-Encoding: 7bit

David Moore wrote:

>So we agree about the importance of changing the vote choice question before  
>and during the primary season, right? Obviously, Giuliani was not the  
>frontrunner, and Clinton did not have "solid" support among Democrats. The  
>poll questions produced bad data.

>  
I only agree that national primary polls conducted months before  
primaries and caucuses begin often can not identify the ultimate winner.  
A year ago, this caveat was voiced by some political pundits and perhaps  
by pollsters themselves.. Ultimate winners often emerge in the early  
state contests. Giuliani may not be the best example because he skipped  
the early states opting for the "big state" primaries instead.

>So, now we're talking about the general election campaign. Do you believe  
>that in March 2008, only 5% of the voters were undecided? That's what the  
>Gallup daily tracking poll told us. In fact, for the past six months, the  
>Gallup daily tracking poll has reported an average of 5% to 6% of undecided  
>voters, all the while showing a somewhat volatile electorate. Does this make  
>sense?

>  
We get greater undecided levels and we usually see undecided declines.  
But we do a lot more down-ballot races, races other than president.

>I don't understand why pollsters are so loathe to track the undecided vote,  
>along with the percentages for each of the candidates, so that we can see how

>the undecided vote declines over time -- instead of remaining constant, as  
>the polls now show  
>  
This may come down to terminology. These are not undecided voters given  
common usage of the term,

How can some voters willing to decide on a candidate be classified later  
as undecided? Some decided voters, if asked, say they there is a chance  
they could vote for someone else. I believe these are voters won't rule  
out the possibility that some unforeseen event or disclosure could  
change their mind about voting for that candidate. Anything can happen.  
This is not indecision. You need another term.

In ABC polls, half of decided voters now rate that possibility of  
changing their mind as "pretty remote". Four years ago, more than half  
of ABC's voters said the same thing. Should they be considered  
undecided? No other poll asks this follow-up question.

>In their last pre-election poll, pollsters may then want to predict the  
>winner by squeezing the respondents for a choice. But during the campaign,  
>why should pollsters always be trying to predict, rather than reflect, the  
>actual state of the electorate -- which includes significant (and declining)  
>numbers of undecided voters?  
>  
Predict? I don't know of any pollsters trying to predict months, weeks  
or even days out from election day. The analysis is always about trend  
since the last poll and why.

Nick Panagakis

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis  
>Sent: Thursday, October 02, 2008 11:55 AM  
>To: AAPORNET@ASU.EDU  
>Subject: Re: Survey Says: Polls Have Problems

>  
>David-

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>If, as you say, the election held today question is "the best question  
>in order to predict the results in the last pre-election poll before  
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>understanding is a series of polls over time will reveal whether or not  
>voters are "changing their minds" about the candidates, whether vote  
>preference between candidates is changing or not. Why do you call this a  
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>factors, for example a tanking economy, that lead voters to change their  
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>As for supersizing undecideds by including voters who could still change  
>their minds, I think that's a distortion. ABC follows up that question  
>by asking their chances of doing so. Currently half say their chances  
>are pretty unlikely. Should voters pretty unlikely to change their minds  
>be considered undecided? I hope ABC continues asking this through

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>><<http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-G>  
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>>uliani-Still-Tops-GOP-Field.aspx> May 2007 poll), in late November 2007  
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>><<http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candida>  
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>>e.aspx#1> Nov 2007 poll).  
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>><<http://www.davidwmoore.us/>> , covers the issue in more detail. I also have  
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>><<http://skepticalpollster.com/>> . If you'd like a copy of the AAPOR paper  
>>(or if anyone else would like a copy), we'd be glad to send it  
>>electronically. Please send your request either to [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu) or  
>>to [d.moore@unh.edu](mailto:d.moore@unh.edu).  
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>>Thanks!  
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>>David  
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>>  
>>David W. Moore  
>>  
>>Senior Fellow, The Carsey Institute  
>>  
>>University of New Hampshire  
>>  
>>73 Main Street, Huddleston Hall  
>>  
>>Durham, NH 03824  
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>>to me. JAS  
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>>  
>>J. Ann Selzer, Ph.D.  
>>  
>>Selzer & Company  
>>  
>>520 42nd Street  
>>  
>>Des Moines, Iowa 50312  
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>>515.271.5700  
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>>In a message dated 9/29/2008 4:04:57 P.M. Central Daylight Time,  
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>>Simonetta@ARTSCI.COM writes:  
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>>Checked by AVG - http://www.avg.com  
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=====  
Date: Thu, 2 Oct 2008 17:50:15 EDT  
Reply-To: JAnnSelzer@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Unaided candidate preference has some modest utility. But in reality, voters will have a ballot with all the names on it. So, the unaided bit really matches nothing that will happen in the real world. JAS

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Selzer & Company  
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515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at JASelzer@SelzerCo.com

Visit our website. [www.SelzerCo.com](http://www.SelzerCo.com)

In a message dated 10/2/2008 3:43:41 P.M. Central Daylight Time, ron@CHANNELM2.COM writes:

There is another approach to consider, especially if you're interested in measuring what is actually happening in an election: ask voter preference BOTH ways: first UNAIDED (before any candidate names are mentioned, such as with candidate recognition or favorability questions), then, later in the interview, squeeze voters all you wish with the usual AIDED question (including strength of preference, leaning, etc.).

UNAIDED yields a much higher rate of undecided voters. That's a good thing, and here is why: it measures reality. For example, perhaps 20% of voters in the Nov 2008 general election are true or largely undecided (what you get when you ask candidate preference UNaided). This is a very useful diagnostic insight. While a lot of practitioners and users of survey research are unfamiliar with (and thus threatened by) UNaided candidate preference questions, Unaided is pretty useful if you want higher validity. That's because it does a better job of meeting voters where THEY are at.

As we all know, the usual communication dynamic of survey research is one where pollsters essentially say, 'Here are a bunch of questions that WE find meaningful.' Next, being polite (Americans), respondents give answers to questions -- even in THEY don't find them meaningful. Anytime researchers focus more on talking (and giving the acceptable list of a priori answer categories) rather than listening, we likely incur more measurement error.

AIDED questions are fine to ask, more familiar to users of research like the media, and (seemingly) more definitive -- let's just remember that every research interview is a social interaction. Lots of polite people are giving polite answers to questions they find meaningless.

As for "predictive" polling, we know better. "Predictive" polling is a creation of a lazy media that is more interested in pursuing competitive advantage for readers, listeners, viewers than with revealing and clarifying the issues of the day.

Imagine the quality of our public debate (and candidate policies) if the media instead focused such effort and resources on explaining the candidate's policy priorities and intentions. As opposed to releasing 5 polls per day on what is happening in PA. And FL. And...

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of David Moore  
Sent: Thursday, October 02, 2008 1:45 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

Nick,  
So we agree about the importance of changing the vote choice question before and during the primary season, right? Obviously, Giuliani was not the frontrunner, and Clinton did not have "solid" support among Democrats. The poll questions produced bad data.

So, now we're talking about the general election campaign. Do you believe that in March 2008, only 5% of the voters were undecided? That's what the Gallup daily tracking poll told us. In fact, for the past six months, the Gallup daily tracking poll has reported an average of 5% to 6% of undecided voters, all the while showing a somewhat volatile electorate. Does this make sense?

I don't understand why pollsters are so loathe to track the undecided vote, along with the percentages for each of the candidates, so that we can see how the undecided vote declines over time -- instead of remaining constant, as the polls now show.

In their last pre-election poll, pollsters may then want to predict the winner by squeezing the respondents for a choice. But during the campaign, why should pollsters always be trying to predict, rather than reflect, the actual state of the electorate -- which includes significant (and declining) numbers of undecided voters?

David

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis  
Sent: Thursday, October 02, 2008 11:55 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

David-

If, as you say, the election held today question is "the best question in order to predict the results in the last pre-election poll before election day" then why shouldn't it be the best question to ask during the entire period of campaigning?

My understanding of earlier polls is to track the success each candidate is having winning voter support, not predicting the final outcome. My understanding is a series of polls over time will reveal whether or not voters are "changing their minds" about the candidates, whether vote preference between candidates is changing or not. Why do you call this a "distortion". There could be changes in campaign strategies or exogenous factors, for example a tanking economy, that lead voters to change their minds.

As for supersizing undecideds by including voters who could still change their minds, I think that's a distortion. ABC follows up that question by asking their chances of doing so. Currently half say their chances are pretty unlikely. Should voters pretty unlikely to change their minds be considered undecided? I hope ABC continues asking this through November this year.

No argument with pre-primary polls taken months before primary and caucuses begin. Five years ago Howard Dean had a lock on the nomination.

Nick Panagakis

David Moore wrote:

>Hi, Ann --

>

>I think the issue may be a bit different from what that caller to you was  
>saying. The issue about asking the standard forced choice hypothetical vote  
>choice question -- who would you vote for if the election were held today  
>(among listed candidates) -- is that this question does not provide a  
>complete picture of the election campaign. It may be the best question in  
>order to predict the results in the last pre-election poll before election  
>day, because at that point the election IS almost "today" and most voters  
>have come to a decision by then. But during the campaign, the question can  
>produce highly distorted results.

>

>

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>A brief example: Following months of poll results showing Giuliani as the  
>dominant frontrunner in the Republican contest, and Clinton with a "solid"  
>lead among Democrats (see Gallup  
><<http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-Giuliani-Still-Tops-GOP-Field.aspx>

> May 2007 poll), in late November 2007  
>Gallup conducted a one-time poll that eschewed the standard forced-choice  
>question and asked instead, whether Republicans and, separately, Democrats,  
>had made up their minds whom to support and if so which candidates? In that  
>context, Gallup found 74% of Republican undecided, and among those making a  
>choice, no candidate received more than 5% of the vote. Yet Giuliani was  
>attracting millions of dollars in contributions because of his alleged  
>frontrunner status, though the poll showed that in fact there was no front  
>runner. See the following (Gallup  
><<http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candidate.aspx#1>

> Nov 2007 poll).

>

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>

>Also, the special November poll showed that 69% of Democrats had not made  
>up  
>their minds. Among those who had made a decision, Clinton was leading Obama  
>18% to 7% -- hardly the "solid" lead that Gallup and others were reporting,  
>especially given that 7 of 10 voters were still mulling over their choices.  
>Gallup's conclusion based on the November poll: the race was wide open!

This

>point was hardly evident from the other Gallup polls (and other major media  
>polls) using the standard hypothetical vote choice question both before  
>that  
>special poll and afterward.

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>Andy Smith and I wrote a paper for the last AAPOR conference elaborating on

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>David

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>David W. Moore

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>Senior Fellow, The Carsey Institute

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>University of New Hampshire

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>73 Main Street, Huddleston Hall

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>Durham, NH 03824

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>-----Original Message-----

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of J. Ann Selzer

>Sent: Wednesday, October 01, 2008 12:52 PM

>To: AAPORNET@ASU.EDU

>Subject: Fwd: Survey Says: Polls Have Problems

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>I kept waiting for this post to appear on the listserv and it only now

>dawns

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>on me that I did not reply to all. Here are some (now maybe dated)

>thoughts

>

>on the article posted yesterday. JAS

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>

>J. Ann Selzer, Ph.D.

>

>Selzer & Company

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>

>520 42nd Street  
>  
>Des Moines, Iowa 50312  
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>JASelzer@SelzerCo.com  
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>  
> From: JAnnSelzer  
>  
>To: Simonetta@ARTSCI.COM  
>  
>Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time  
>  
>Subj: Re: Survey Says: Polls Have Problems

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Date: Thu, 2 Oct 2008 16:58:25 -0600  
Reply-To: Ron Riley <ron@CHANNELM2.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Ron Riley <ron@CHANNELM2.COM>  
Subject: Re: Survey Says: Polls Have Problems  
Comments: To: JAnnSelzer@AOL.COM, AAPORNET@ASU.EDU  
In-Reply-To: <d17.36be533e.36169c17@aol.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Think sequence.

A poll happens. Unless it is an exit poll, it precedes the voter's decision on election day (i.e. it is a static snapshot -- not some dynamically updated prediction of what will happen on election day).

Now, given that fact -- one we can all agree upon (even if some in the media wish to believe otherwise) -- then what explains all this concern about replicating a ballot (or, harder still, some voter decision that actually gets made days or weeks AFTER the poll is taken?)

Sounds like a false issue, yes? Or, at best, a less than ideal study/questionnaire design approach to the impossible: replicating the voter's election day reality.

Too, the utility is "modest" only if we have a modest interest in knowing what is ACTUALLY happening in the polls we conduct (i.e. in reality, a lot more voters are undecided than current polling and its "best practices" approaches indicate). Well, most users of survey research have more than a modest desire to know what is actually happening "out there."

Look, go ahead and ask AIDED candidate preference. Do. (We do.) But in interpreting the results, just realize that 1) some voters are choosing among a predetermined set of "acceptable" answers (that often excludes "undecided" in the choice set) and then 2) providing a polite answers to your question. After all, there is no perfect approach to solving the underlying problem (prior to election day, media and users of survey research would very much like to measure more certainty among voters than actually exists).

Rather, being reasonable dudes, we're just saying that 1) since the sequence of events is such that the poll precedes election day, and 2) thereby cannot replicate a ballot or decisions made on election day, that 3) ALSO asking one more (quite efficient) question adds new and diagnostic insight into what voters ACTUALLY prefer (at that moment in time). In this case, two measures increases insight -- not just complexity.

Yes, this recommendation falls far outside the comfort level of many pollsters. But it also reckons with the fundamentals -- striving to achieve accuracy by meeting voters where THEY are at -- not force-fitting them into categories that WE insiders consider meaningful.

This matters because ignoring the fundamentals rarely changes the fundamentals.

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer  
Sent: Thursday, October 02, 2008 3:50 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

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the media, and (seemingly) more definitive -- let's just remember that every research interview is a social interaction. Lots of polite people are giving polite answers to questions they find meaningless.

As for "predictive" polling, we know better. "Predictive" polling is a creation of a lazy media that is more interested in pursuing competitive advantage for readers, listeners, viewers than with revealing and clarifying the issues of the day.

Imagine the quality of our public debate (and candidate policies) if the media instead focused such effort and resources on explaining the candidate's policy priorities and intentions. As opposed to releasing 5 polls per day on what is happening in PA. And FL. And...

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of David Moore  
Sent: Thursday, October 02, 2008 1:45 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Survey Says: Polls Have Problems

Nick,  
So we agree about the importance of changing the vote choice question before and during the primary season, right? Obviously, Giuliani was not the frontrunner, and Clinton did not have "solid" support among Democrats. The poll questions produced bad data.

So, now we're talking about the general election campaign. Do you believe that in March 2008, only 5% of the voters were undecided? That's what the Gallup daily tracking poll told us. In fact, for the past six months, the Gallup daily tracking poll has reported an average of 5% to 6% of undecided voters, all the while showing a somewhat volatile electorate. Does this make sense?

I don't understand why pollsters are so loathe to track the undecided vote, along with the percentages for each of the candidates, so that we can see how the undecided vote declines over time -- instead of remaining constant, as the polls now show.

In their last pre-election poll, pollsters may then want to predict the winner by squeezing the respondents for a choice. But during the campaign, why should pollsters always be trying to predict, rather than reflect, the actual state of the electorate -- which includes significant (and declining) numbers of undecided voters?  
David

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis

Sent: Thursday, October 02, 2008 11:55 AM

To: AAPORNET@ASU.EDU

Subject: Re: Survey Says: Polls Have Problems

David-

If, as you say, the election held today question is "the best question in order to predict the results in the last pre-election poll before election day" then why shouldn't it be the best question to ask during the entire period of campaigning?

My understanding of earlier polls is to track the success each candidate is having winning voter support, not predicting the final outcome. My understanding is a series of polls over time will reveal whether or not voters are "changing their minds" about the candidates, whether vote preference between candidates is changing or not. Why do you call this a "distortion". There could be changes in campaign strategies or exogenous factors, for example a tanking economy, that lead voters to change their minds.

As for supersizing undecideds by including voters who could still change their minds, I think that's a distortion. ABC follows up that question by asking their chances of doing so. Currently half say their chances are pretty unlikely. Should voters pretty unlikely to change their minds be considered undecided? I hope ABC continues asking this through November this year.

No argument with pre-primary polls taken months before primary and caucuses begin. Five years ago Howard Dean had a lock on the nomination.

Nick Panagakis

David Moore wrote:

>Hi, Ann --

>

>I think the issue may be a bit different from what that caller to you was

>saying. The issue about asking the standard forced choice hypothetical vote

>choice question -- who would you vote for if the election were held today

>(among listed candidates) -- is that this question does not provide a

>complete picture of the election campaign. It may be the best question in

>order to predict the results in the last pre-election poll before election

>day, because at that point the election IS almost "today" and most voters

>have come to a decision by then. But during the campaign, the question can

>produce highly distorted results.

>

>

>

>A brief example: Following months of poll results showing Giuliani as the

>dominant frontrunner in the Republican contest, and Clinton with a "solid"

>lead among Democrats (see Gallup

><<http://www.gallup.com/poll/27523/Clinton-Solidifies-Lead-Among-Democrats-G>

i

>uliani-Still-Tops-GOP-Field.aspx> May 2007 poll), in late November 2007  
>Gallup conducted a one-time poll that eschewed the standard forced-choice  
>question and asked instead, whether Republicans and, separately,  
Democrats,  
>had made up their minds whom to support and if so which candidates? In  
that  
>context, Gallup found 74% of Republican undecided, and among those making  
a  
>choice, no candidate received more than 5% of the vote. Yet Giuliani was  
>attracting millions of dollars in contributions because of his alleged  
>frontrunner status, though the poll showed that in fact there was no front  
>runner. See the following (Gallup  
><<http://www.gallup.com/poll/103090/Most-Voters-Decided-Presidential-Candida>  
t  
>e.aspx#1> Nov 2007 poll).

>  
>  
>  
>Also, the special November poll showed that 69% of Democrats had not made  
up  
>their minds. Among those who had made a decision, Clinton was leading  
Obama  
>18% to 7% -- hardly the "solid" lead that Gallup and others were  
reporting,  
>especially given that 7 of 10 voters were still mulling over their  
choices.  
>Gallup's conclusion based on the November poll: the race was wide open!  
This  
>point was hardly evident from the other Gallup polls (and other major  
media  
>polls) using the standard hypothetical vote choice question both before  
that  
>special poll and afterward.

>  
>  
>  
>Andy Smith and I wrote a paper for the last AAPOR conference elaborating  
on  
>this problem ("Have You Made Up Your Minds Yet? Undecided Voters in the  
New  
>Hampshire Primary"), and my just published book, The Opinion Makers  
><<http://www.davidwmoore.us/>>, covers the issue in more detail. I also  
have  
>blogged about the issue on [skepticalpollster.com](http://skepticalpollster.com)  
><<http://skepticalpollster.com/>>. If you'd like a copy of the AAPOR paper  
>(or if anyone else would like a copy), we'd be glad to send it  
>electronically. Please send your request either to [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu) or  
>to [d.moore@unh.edu](mailto:d.moore@unh.edu).

>  
>  
>  
>  
>  
>Thanks!  
>  
>David  
>



>  
>  
>David W. Moore  
>  
>Senior Fellow, The Carsey Institute  
>  
>University of New Hampshire  
>  
>73 Main Street, Huddleston Hall  
>  
>Durham, NH 03824

>  
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>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer  
>Sent: Wednesday, October 01, 2008 12:52 PM  
>To: AAPORNET@ASU.EDU  
>Subject: Fwd: Survey Says: Polls Have Problems

>  
>  
>  
>I kept waiting for this post to appear on the listserv and it only now  
>dawns  
>  
>on me that I did not reply to all. Here are some (now maybe dated)  
>thoughts  
>  
>on the article posted yesterday. JAS

>  
>  
>  
>J. Ann Selzer, Ph.D.  
>  
>Selzer & Company  
>  
>520 42nd Street  
>  
>Des Moines, Iowa 50312  
>  
>515.271.5700

>  
>  
>  
>  
>This e-mail address is for purposes of this list. Otherwise, contact me  
at

>  
>  
>  
>  
>JASelzer@SelzerCo.com

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>  
>Visit our website. [www.SelzerCo.com](http://www.SelzerCo.com)

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> From: JAnnSelzer  
>  
>To: Simonetta@ARTSCI.COM  
>  
>Sent: 9/30/2008 9:44:35 A.M. Central Daylight Time  
>  
>Subj: Re: Survey Says: Polls Have Problems

>  
>  
>  
>  
>I had a call from someone a couple of months ago (can't remember his name  
>or  
>  
>his organization thought it was something like truth in polling, or  
>  
>something) arguing that we should not be asking about the election if it  
>were held  
>  
>today, but rather who the person intends to vote for in the future.  
>  
>Apparently, this guy talked to a lot of people. If two polls are both  
>using the  
>  
>standard question, then this is not the reason for variability between  
>polls. I  
>  
>honestly do not know why this is deemed such an important issue.

>  
>  
>  
>  
>When asked if my current polls will hold through election day, I just say  
  
>  
>that the purpose of campaigns is to sway public opinion. So, why would  
we

>  
>think a September poll would still hold in November? These challenges to  
>polling  
>  
>seem naive. As for cell phones, the conclusions have been that if you  
get  
>  
>  
>age right, you lose very little by leaving them out. In very very close

>  
>states, of course, this could be the difference. But again, for now,  
>this  
>charge  
>  
>seems unwarranted.  
>  
>  
>  
>This author seems to miss the main problems of variability in "likely  
>voter"  
>  
>definitions, sample selection, and weighting. That's what is most  
>obvious  
  
>  
>to me. JAS  
>  
>  
>  
>J. Ann Selzer, Ph.D.  
>  
>Selzer & Company  
>  
>520 42nd Street  
>  
>Des Moines, Iowa 50312  
>  
>515.271.5700  
>  
>  
>  
>This e-mail address is for purposes of this list. Otherwise, contact me  
>at  
  
>  
>JASelzer@SelzerCo.com  
>  
>  
>  
>Visit our website.  
>  
>  
>  
>  
>\_ (<http://www.selzerco.com/>) \_www.SelzerCo.com  
>  
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>  
>In a message dated 9/29/2008 4:04:57 P.M. Central Daylight Time,  
>  
>Simonetta@ARTSCI.COM writes:  
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><http://tinyurl.com/3ouc4x>  
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>\_ (<http://www.selzerco.com/>) (<http://www.selzerco.com/>)  
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>[p://www.walletpop.com/?NCID=emlcntuswall00000001](http://www.walletpop.com/?NCID=emlcntuswall00000001)) \_.\_  
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>(<http://www.selzerco.com/>)  
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>Version: 8.0.173 / Virus Database: 270.7.5/1697 - Release Date: 9/30/2008  
>11:03 AM  
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Checked by AVG - <http://www.avg.com>  
Version: 8.0.173 / Virus Database: 270.7.5/1703 - Release Date: 10/2/2008  
7:46 AM

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\_ (<http://www.selzerco.com/>)

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Date: Thu, 2 Oct 2008 19:03:55 -0400  
Reply-To: Marc Zwelling <marc@VECTORRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Marc Zwelling <marc@VECTORRESEARCH.COM>  
Subject: 50% agree "focus on polls during the election... weakens the democratic process"  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Canadians, too, are having a national election, and with Web polls more common, firms are publishing more polls.

<http://www.ekoselection.com/index.php/2008/10/views-on-polling>

---

Marc Zwelling  
Vector Research + Development Inc. / 416.733.2320  
<http://www.vectorresearch.com>

... Turning questions into strategy

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=====  
Date: Fri, 3 Oct 2008 11:29:19 -0400  
Reply-To: colleen\_porter@COX.NET  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Colleen Porter <colleen\_porter@COX.NET>  
Subject: new job, insights  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 7bit

First, I have a new job, contact information listed below. I decided to keep my AAPORnet subscription through this email, however, because I am tired of

changing it every few years when I switch jobs (soft money researcher).

Colleen K. Porter, M.A.  
Coordinator/Communication Specialist  
Southeast Center for Research to Reduce Disparities in Oral Health  
University of Florida, College of Dentistry  
US Mail: Box 103628, Gainesville, FL 32610-3628  
Physical Location: 1329 SW 16th Street, Room 5180  
Gainesville, FL 32608

PHONE 352-273-5983  
CELL 352-215-1192  
FAX 352-273-5985  
cporter@dental.ufl.edu

Next, I wanted to share a few insights that occurred to me as I went through my day yesterday, which started with a day-long conference on advocacy for oral health, lobbying legislators and raising public awareness and such. There were some great speakers, and it was fascinating in many ways, but I cringed when someone said, "Anecdotes are more valuable than data." This theme would be repeated.

In this context of drawing people's attention to an issue, they are probably correct. Last year's news coverage of 12-year-old Deamonte Driver, who died of an infection that had started with a toothache, did bring into public focus the issues of oral health being part of overall health and the dearth of dentists who accept Medicaid. I can show you statistics that just last year in my state alone, 200 children were hospitalized for life-threatening conditions that might have been prevented by timely dental care, but somehow, those figures don't have the same impact.

Of course the danger is that policy decisions based only on anecdotes may be using inaccurate assumptions and skewing reality, etc., etc.

Then that evening I attended a lecture by Sarah Igo, author of *THE AVERAGED AMERICAN*. I enjoyed her history of polling's impact, but in particular I hadn't appreciated the distrust that many Americans, including some policymakers, had for polling data. I wonder if this tied in with the earlier reference to the perceived superiority of compelling anecdotes.

Then that night as I watched the VP debate, I was struck that mostly Biden had the numbers, while Palin looked into the camera and gave anecdotes.

I guess one compromise between the need for both anecdotes and solid data is that in our big statewide health insurance studies, we always asked an open-ended question at the end, about "anything else you want to tell us about your family's health care or health insurance"? A lot of us think of those responses as useless, which they are in many ways, from a quantitative point of view. It's tempting to skip it, to keep the interview time down. But those responses help tell stories, of people who put off starting a family until they have health insurance, can't buy coverage because of diabetes, or go back to work when they turn 65 because they finally got medical care for their health conditions.

It's humbling and eye-opening to think that other people don't enjoy and trust percentages the way we do, but that seems to be the reality.

Colleen Porter  
Gainesville, FL

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=====  
Date: Fri, 3 Oct 2008 10:06:55 -0700  
Reply-To: "Michael Sullivan (michaelsullivan)"  
<[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Michael Sullivan (michaelsullivan)"  
<[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>  
Subject: I'd be interested in your thoughts  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: quoted-printable

I am designing a mail survey in which I am trying to get respondents to recall essentially how many hours per day they typically worked starting as far back as 10 years ago. I would be interested to hear the thoughts of anyone who has attempted to do this. I'm thinking that the best way to do this is to design the lead in to this battery of questions with a series of questions designed to get them to think about a variety of aspects of their workplace fairly concretely (e.g., whether the store they worked in was in a mall or on a street; what the peak business times were; what time the store normally opened; what time it closed; whether they worked with other people; how many, etc.) and then get them to tell me what time they normally went to work and what time they normally left and other more detailed questions that relate to that. Anybody got a better idea? Please address your answers to me personally rather than the listserv.

Thanks

Michael J. Sullivan, Ph.D.  
Chairman  
Freeman, Sullivan & Co.

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Date: Fri, 3 Oct 2008 15:37:10 -0400  
Reply-To: Lawrence Luskin <[Lawrence.A.Luskin@MACROINTERNATIONAL.COM](mailto:Lawrence.A.Luskin@MACROINTERNATIONAL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Lawrence Luskin <[Lawrence.A.Luskin@MACROINTERNATIONAL.COM](mailto:Lawrence.A.Luskin@MACROINTERNATIONAL.COM)>  
Subject: Job Posting: Research Analyst (Wash, DC Area)  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
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=====  
Date: Sat, 4 Oct 2008 08:58:02 -0700  
Reply-To: Jon Ebeling <[statprog@ROCKO.CSUCHICO.EDU](mailto:statprog@ROCKO.CSUCHICO.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jon Ebeling <[statprog@ROCKO.CSUCHICO.EDU](mailto:statprog@ROCKO.CSUCHICO.EDU)>  
Subject: I've wanted to comment on the following issue; does anyone agree?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

I've noticed that CNN features the "poll of polls". I'm struck by the poor quality of their methodological support for this method. They do not provide much information on the method used.

In particular there are the following problems:

1. They do not indicate how many polls are being aggregated.
2. They do not provide any text of the question(s) being used.
3. I assume the same text of the question is asked across all the polls, but it is not clear.
4. The consumer is not told of the several poll's sample sizes
5. The consumer is not told of the summation algorithm being use:  
This should indicate the weighting factors if different poll sizes are being used.
6. For some of these reasons it is not possible to produce standard errors for the estimates.
7. It is not clear if the polls are of registered voters, likely voters or general population members.

I feel that AAPOR should review and comment on the quality of these types of misuses of polling in general.

Jon S. Ebeling, Ph.D.  
Emeritus Professor of Political Science

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Date: Sun, 5 Oct 2008 21:47:14 -0400  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Pinkney, Wilford" <[WPinkney@GC.CUNY.EDU](mailto:WPinkney@GC.CUNY.EDU)>  
Subject: Call for Papers  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
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I am the section chair for the judicial process and law section for the =  
New York State Political Science Association annual conference to be =  
held at John Jay College next year. Below is a call for papers please =  
circulate this announcement to anyone you think may be interested. If =  
you have any question you can contact me at 917-701-4600 or by email at =  
[wpinkney@gc.cuny.edu](mailto:wpinkney@gc.cuny.edu).

Thanks,

Wil Pinkney

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CALL FOR PAPERS AND PARTICIPATION

=20

New York State Political Science Association

2009 Annual Conference

24-25 April

John Jay College - New York, NY

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The New York State Political Science Association (NYSPSA) will hold its =  
63rd annual meeting 24-25 April at John Jay College in New York City. We =  
invite paper, panel, and roundtable submissions from academics, graduate =  
students, journalists, and practitioners. =20

=20

The NYSPSA conference provides an excellent venue for established and emerging scholars to share and discuss their work. We invite paper and panel submissions from individuals working in political science and associated disciplines such as history, philosophy, sociology, psychology, gender studies, and economics.

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NYSPSA awards \$250 to the best conference student paper and \$500 for the best faculty/practitioner paper.

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Proposals for papers, panels, and roundtables or to serve as a chair and/or discussant must be submitted by December 1, 2008 through the NYSPSA website at [www.nyspsa.org](http://www.nyspsa.org) <<https://wa.gc.cuny.edu/exchweb/bin/redir.asp?URL=https://wa.gc.cuny.edu/exchweb/bin/redir.asp?URL=http://www.nyspsa.org/>>

=20

NYSPSA prohibits multiple paper submissions. Only one paper submission per person will be accepted. However, a paper presenter may also serve as a chair or discussant on another panel or roundtable. Questions should be directed to the appropriate Section Chair (see below) or the conference Program Chair. All conference information is available on the NYSPSA website, which is regularly updated: [www.nyspsa.org](http://www.nyspsa.org) <<https://wa.gc.cuny.edu/exchweb/bin/redir.asp?URL=https://wa.gc.cuny.edu/exchweb/bin/redir.asp?URL=http://www.nyspsa.org/>>

=20

#### Program Chair

Roddrick Colvin. John Jay College of Criminal Justice, Department of Public Management

445 West 59th Street, New York, NY 10019, (212) 237-8850

[rcolvin@jjay.cuny.edu](mailto:rcolvin@jjay.cuny.edu) <<mailto:rcolvin@jjay.cuny.edu>>

=20

#### Section Chairs

=20

##### American Politics

Robin Lauermann. Messiah College, Department of Politics, One College Avenue

Grantham, PA 17027, (717)766-2511

[robin.lauermann@verizon.net](mailto:robin.lauermann@verizon.net) <<mailto:robin.lauermann@verizon.net>>

=20

## Canadian Politics

Jeff Kraus. Department of Government and Politics, Wagner College, 1 =  
Campus Road, Staten Island, NY 10301, (718) 390 3254

JFKraus1@aol.com <mailto:JFKraus1@aol.com> =20

=20

## Comparative Politics

Azzedine Layachi. Department of Government and Politics, St. John's =  
University, 300 Howard Avenue, Da Silva Center, Staten Island, NY 10301, =  
(718) 390 4585, <mailto:layachia@stjohns.edu>=20

layachia@stjohns.edu <mailto:layachia@stjohns.edu>=20

=20

## History and Politics

Teresa Booker. John Jay College of Criminal Justice, Department of =  
African-American Studies,

445 West 59th Street, New York, NY 10019, (212) 237-8090

tbooker@jjay.cuny.edu <mailto:tbooker@jjay.cuny.edu> =20

=20

## International Relations

Harvey Strum. Sage College of Albany, 140 New Scotland Avenue,=20

Albany, NY 12208-3245, (518) 292 1746=20

strumh@hotmail.com <mailto:strumh@hotmail.com> =20

=20

## Judicial Process and Law

Wil Pinkney. CUNY Graduate Center, Political Science Department,

365 Fifth Avenue Room 5202 New York, NY, 10016, 212-817-8670

wpinkney@gc.cuny.edu <mailto:wpinkney@gc.cuny.edu>=20

=20

## Law and Society

Scott Barclay. University at Albany, Department of Political Science, =  
135 Western Avenue

Albany, NY 12222, 518-442-5244

barclay@uamail.albany.edu <mailto:barclay@uamail.albany.edu> =20

=20

### Political Theory

Travis D. Smith. Department of Political Science, Concordia University, =  
1455 De Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada, (514) =  
848 2424 x5604, tdsmith@alcor.concordia.ca =  
<mailto:tdsmith@alcor.concordia.ca> =20

=20

### Public Policy & Public Administration

Lisa Parshall. Department of History and Government, Daemen College, =20

Amherst, NY 14226, (716) 839 8303, =20

lparshal@daemen.edu <mailto:lparshal@daemen.edu> =20

=20

### State and Local Politics

Richard M. Flanagan. College of Staten Island, CUNY, Political Science =  
Program, 2N-224 =20

2800 Victory Blvd., Staten Island, NY 10314, (718) 982 2834, =20

flanagan@mail.csi.cuny.edu <mailto:Flanagan@mail.csi.cuny.edu> =20

=20

### Teaching and Learning

Rosalie Young. SUNY Oswego, Public Justice Department, =20

446 Mahar Hall, Oswego, NY 13126, (315) 312-3447 =20

ryoung@oswego.edu <mailto:ryoung@oswego.edu> =20

=20

### Women and the Law

### Women and the Law

Christina Greer, Smith College, 10 Prospect St #106, Northampton, MA =  
01063, 413-585-3559

cgreer@email.smith.edu

=20

### Hotel Information

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The conference does not have specific accommodations. Therefore = conference attendees will be required to make an off-site reservation in = New York City. Below is a list of hotels near John Jay College.

=20

Holiday Inn New York City-Midtown-57th Street=20

Distance to John Jay: 0.10 mi / 0.16 km

=20

Hudson

Distance to John Jay: 0.15 mi / 0.24 km

=20

Empire Hotel

Distance to John Jay: 0.22 mi / 0.35 km

=20

Mandarin Oriental, New York

Distance to John Jay: 0.22 mi / 0.35 km

=20

National at Park Towers

Distance to John Jay: 0.24 mi / 0.39 km

=20

West Side YMCA

Distance to John Jay: 0.31 mi / 0.50 km

Here are some additional hotels and rates:

1. Chelsea Savoy Hotel

Address: 204 W. 23rd St.

Telephone: 866-929-9353, 212-929-9353

Neighborhood: Chelsea

Subway: 1/9 to 23rd Street

Price Range: \$99 - \$235

2. Colonial House Inn

Address: 318 W. 22nd St

Telephone: 800-689-3779, 212-243-9669

Neighborhood: Chelsea

Subway: C/E to 23rd Street

Price Range: \$80 (single, weeknight) - \$140 (deluxe, weekend)

3. Cosmopolitan Hotel-Tribeca

Address: 95 West Broadway

Telephone: 888-895-9400, 212-566-1900

Neighborhood: Tribeca

Subway: 1/2/3/9 to Chambers St

Price Range: \$129 - \$159

4. The Gershwin (Not convenient to John Jay)

Address: 7 E. 27th St.

Telephone: 212-545-8000

Neighborhood: Murray Hill

Subway: 6/N/Q/R/W to 28th Street

Price Range: \$99 and up

5. Larchmont Hotel

Address: 27 W. 11th St.

Telephone: 212-989-9333

Neighborhood: West Village

Subway: A/B/C/D/E/F/V to West 4th Street

Price Range: \$70 - \$125

6. The Marcel (Not convenient to John Jay)

Address: 201 E. 24th St

Telephone: 888-66-HOTEL, 212-696-3800

Neighborhood: Flatiron District / Gramercy Park

Subway: 6 to 28th Street

Price Range: \$125 and up

7. The Milburn

Address: 242 W. 76th St

Telephone: 800-833-9622, 212-362-1006

Neighborhood: Upper West Side

Subway: 1/9 to 79th Street

Price Range: \$129 - \$245

8. New Yorker Hotel

Address: 481 Eighth Avenue (at 34th Street)

Telephone: 212-971-0101

Neighborhood: Midtown West

Subway: A/C/E/B/D/F/Q/ 1/2/3 to 34th Street

Price Range: \$99 and up

9. Red Roof Inn

Address: 6 W. 32nd St

Telephone: 800-567-7720, 212-643-7100

Neighborhood: Garment District/South Midtown

Subway: B/D/F/V/N/R to 34th Street

Price Range: \$89 - \$329

Compare Prices

10. Super 8 Hotel Times Square

Address: 59 W. 46th St.

Telephone: 800-848-0020, 212-719-2300

Neighborhood: Midtown

Subway: F/B/D/Q at 47th/50th Streets/Rockefeller Center.



Price Range: \$89 - \$329

## About the John Jay Neighborhood Community

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With the Hudson River greenway to our West, Central Park to our east, =  
Lincoln Center to the north, and the Chelsea Piers to the south, travel =  
in any direction from John Jay and find a multitude of recreational and =  
cultural possibilities. The Upper West Side of Manhattan, where John =  
Jay's buildings stretches along 10th Avenue, is dotted with dozens of =  
cafes and restaurants. We are also near the Time Warner Center, a 21st =  
Century transportation and shopping hub. For the price of a MetroCard, =  
conference attendees can visit the Cloisters, the Coney Island boardwalk =  
and Greenwich Village.

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New York State Political Science Association

2009 Annual Conference

24-25 April

John Jay College - New York, NY

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Roddrick Colvin

Assistant Professor/Deputy Chair

John Jay College of Criminal Justice

Department of Public Management

445 West 59th Street

New York, NY 10019

212.237.8850

<http://web.jjay.cuny.edu/rcolvin/>

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From: AAPORNET on behalf of Michael Sullivan (michaelsullivan)

Sent: Fri 10/3/2008 1:06 PM

To: AAPORNET@ASU.EDU

Subject: I'd be interested in your thoughts

I am designing a mail survey in which I am trying to get respondents to recall essentially how many hours per day they typically worked starting as far back as 10 years ago. I would be interested to hear the thoughts of anyone who has attempted to do this. I'm thinking that the best way to do this is to design the lead in to this battery of questions with a series of questions designed to get them to think about a variety of aspects of their workplace fairly concretely (e.g., whether the store they worked in was in a mall or on a street; what the peak business times were; what time the store normally opened; what time it closed; whether they worked with other people; how many, etc.) and then get them to tell me what time they normally went to work and what time they normally left and other more detailed questions that relate to that. Anybody got a better idea? Please address your answers to me personally rather than the listserv.

Thanks

Michael J. Sullivan, Ph.D.  
Chairman  
Freeman, Sullivan & Co.

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set aapornet nomail  
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Date: Mon, 6 Oct 2008 11:51:52 -0400  
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Howard Fienberg <hfienberg@CMOR.ORG>  
Subject: "Polling With the Enemy"  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Excerpted from Roll Call:  
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Polling With the Enemy. HOH has some advice for all those Congressional candidates out there: When conducting a poll, it's probably best not to survey the folks you're running against.=20

But that's just what happened earlier this week down in Georgia, when a pollster conducting a telephone survey for Republican House candidate Rick Goddard called the office of his rival, Rep. Jim Marshall (D), and queried a staffer on his political preferences, presidential picks and thoughts on the financial bailout legislation.=20

Marshall spokesman Doug Moore told HOH that the pollster called up the office and asked for a male, and so a male staffer went ahead and took the survey.=20

And not only did the survey give Marshall staffers a chuckle, but hearing the questions provided some handy inside knowledge on what their campaign competitors are up to. (Staffers even transcribed the survey and sent the questions in an e-mail to supporters.)=20

"I don't know how they decide to do the numbers," Moore joked. "I don't know if they have random-digit dial, or something like that."=20

Moore pointed out that the staffer-turned-respondent even corrected an inaccurate question by the pollster, who asked whether the respondent would support the \$1 trillion Wall Street bailout. That, of course, is about \$300 billion more than what actually would be allocated should the bill be approved.=20

Presumably, the pollster calling Marshall's office was an accident, but we'll never know for sure, since Goddard's office declined to comment.=20

Not that Marshall's team minded the phone call.=20

"We were very entertained," Moore said.

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Howard Fienberg =20  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research  
hfienberg@cmor.org  
1111 16th St. NW, Suite 120

Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.cmor.org>  
<<http://www.cmorhttp://www.linkedin.com/in/howardfienberg.org>>=20  
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set aapornet nomail  
On your return send this: set aapornet mail  
Please ask authors before quoting outside AAPORNET.  
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Date: Mon, 6 Oct 2008 16:57:10 -0400  
Reply-To: "Chase H. Harrison" <[CHarrison@GOV.HARVARD.EDU](mailto:CHarrison@GOV.HARVARD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Chase H. Harrison" <[CHarrison@GOV.HARVARD.EDU](mailto:CHarrison@GOV.HARVARD.EDU)>  
Organization: Harvard University  
Subject: Public Opinion Event in Boston: David Moore  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Dear AAPOR and NEAPOR members.

The following talk sponsored by the Cambridge Forum is free, open to the public, and may interest AAPOR members in the greater Boston area. NEAPOR members are particularly encouraged to attend!

(AAPOR members interested in the talk who are not able to attend should be able listen to the talk on their local radio station, or on-line. See <http://www.cambridgeforum.org/> for more information.)

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Cambridge Forum Announces  
Press Release

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THE OPINION MAKERS: Lies My Pollster Told Me

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DAVID MOORE DISCUSSES

THE OPINION MAKERS: An Insider Exposes the Truth Behind the Polls

7:30 pm, Wednesday, October 15, 2008

Cambridge Forum  
First Parish in Cambridge  
3 Church Street  
Cambridge, MA 02138  
617-495-2727  
Free and Open to the Public

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Americans typically trust the poll results published by respected media outlets--New York Times/CBS News, Washington Post/ABC New, USA Today/Gallup-- yet who asks these polling company to justify their methods and results publicly? To generate good headlines, do media outlets know what they want to learn from polls? For example, in 2007, why did media outlets report solid leads for Clinton and Giuliani early in the campaign when both races were in fact wide open?

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David W. Moore was a senior editor at the Gallup Poll for thirteen years. Before that, he was professor of political science at the University of New Hampshire and the founder and director of the UNH Survey Center. He is now a senior fellow with the Carsey Institute at UNH and author of two previous books, How to Steal an Election and The Superpollisters.

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Cambridge Forum is taped and edited for public radio broadcast. Edited CDs are available to the public by contacting 617-495-2727. Select forums can be viewed in their entirety on demand by visiting our website at Cambridge Forum <http://rs6.net/tn.jsp?t=wuzrascab.0.0.7vy6dqcab.0&p=http%3A%2F%2Fwww.cambridgeforum.org%2F&id=preview> and clicking on the WGBH Forum Network.

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A book signing courtesy of Harvard Book Store follows the program.

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Cambridge Forum  
3 Church Street  
Cambridge, MA 02138  
Phone/fax: 617-495-2727  
email: <mailto:director@cambridgeforum.org>  
website: <http://www.cambridgeforum.org>

"Bringing People together to talk again . . ."

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Date: Tue, 7 Oct 2008 10:01:25 -0500  
Reply-To: Smith-Tom <[smitht@NORC.UCHICAGO.EDU](mailto:smitht@NORC.UCHICAGO.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Smith-Tom <[smitht@NORC.UCHICAGO.EDU](mailto:smitht@NORC.UCHICAGO.EDU)>  
Subject: Gallup World Poll  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

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Recently, the Gallup World Poll has made frequencies and other documentation available on-line. Below is an announcement about what is available.

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The Gallup World Poll is the single most accurate source of global behavioral economic data in existence today -- the source necessary to drive change and create new opportunities around the world. Learn more <<http://www.gallup.com/consulting/worldpoll/24046/About.aspx>> or experience WorldView now... <<https://worldview.gallup.com/version/free.aspx>>=20

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
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=====  
Date: Tue, 7 Oct 2008 14:10:45 -0700  
Reply-To: Mollyann Brodie <[mbrodie@KFF.ORG](mailto:mbrodie@KFF.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mollyann Brodie <[mbrodie@KFF.ORG](mailto:mbrodie@KFF.ORG)>  
Subject: PAPOR Student Paper Competition  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Calling for Entries for The Pacific Chapter of the American Association  
for Public Opinion Research's Seventh Annual Student Paper Competition

Winner will receive

- \* a cash award of \$500
- \* travel expenses to the December 11-12, 2008 PAPOR Annual Conference in San Francisco, CA
- \* A spot on the conference program to present the paper

Second prize winner will receive

- \* a cash award of \$250
- \* travel expenses to the December 11-12, 2008 PAPOR Annual Conference in San Francisco, CA
- \* A spot on the conference program to present the paper

And both winners receive recognition at the conference from the top public opinion scholars and professionals of PAPOR!

In addition all entries will be considered for the Poster Session at the Conference, so students will have a chance to present their research.

Papers related to survey, public opinion, or market research are welcomed. Specific topics sought include: substantive findings about public opinion, statistical techniques, methodological issues, new technologies or methodologies, or theoretical issues in the formation, change or measurement of public opinion.

We encourage entries from any fields that employ survey and opinion research, including political science, communication, psychology, sociology, marketing as well as survey methods.

Eligible papers will be authored by graduate or undergraduate students, currently attending colleges and universities in PAPOR's geographic region. Entries should not exceed 30 pages total. The entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership. If a winning paper is co-authored, travel fees will be paid for one author, but conference registration will be provided for all authors.

Email your paper by October 15th to: Mollyann Brodie, PAPOR Student

Paper Chair at mbrodie@kff.org.

Please include your name, mailing address, telephone number, and e-mail address. Feel free to email in advance with questions about the submission process.

For more information about the conference please see here <http://papor.org/2008conference.shtml> or about PAPOR chapter of AAPOR, please visit our website: <http://www.papor.org/>

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Reply-To: Mike Donatello <[mike@DONATELLO.US](mailto:mike@DONATELLO.US)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Donatello <[mike@DONATELLO.US](mailto:mike@DONATELLO.US)>  
Subject: Research opening at USA TODAY  
Comments: To: "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="windows-1250"  
Content-Transfer-Encoding: quoted-printable

FYI

### Marketing Research Manager (web analytics)

USA TODAY seeks a Marketing Research Manager at our corporate headquarters = in Tysons Corner, VA. The Marketing Research Manager position will drive c= = customer knowledge through research and analysis in order to gain a 360-degr= = ee view of the USATODAY.com reader with the goal of increasing revenue, inc= = reasing customer retention, and acquiring new customers.

#### Responsibilities:

Continually monitor USATODAY.com customer behavior through web analytics. = Provide detailed reporting and analysis to all divisions within USA TODAY, = and proactively seek to uncover new customer segments as they emerge, with = the primary goal of ultimately turning actionable information into revenue.=

Work closely with USA TODAY sales and marketing staff to ensure that the = appropriate customer =93stories=94 and messaging are being developed and sh= ared with both internal and external constituencies. Manage team of resear= ch analysts that will assist in the development of the customer knowledge s= trategy.

#### Requirements:

College degree with 10-12 years of prior experience in Marketing Research. = Must be experienced with Omniture web analytics, analysis of secondary res= earch data, and online media. Must have excellent written and oral communi= cations skills. Prefer at least 5 years of staff management experience. D= emonstrated primary research skills a strong plus. Person must be a creati= ve problem-solver with strong organizational skills. Candidate must have e= xcellent interpersonal skills to work with USATODAY.com editorial, business=



development, sales, and IT departments as well as USA TODAY. Will also be making several presentations to senior management on survey findings, traffic analysis, and strategic recommendations so solid presentation skills are also essential.

For consideration, please send resume and cover letter to: [jobs@usatoday.com](mailto:jobs@usatoday.com). We recognize and appreciate the benefits of diversity in the workplace.

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Date: Wed, 8 Oct 2008 12:01:22 +0100  
Reply-To: [Iain.NOBLE@DCSF.GSI.GOV.UK](mailto:Iain.NOBLE@DCSF.GSI.GOV.UK)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Iain Noble <[Iain.NOBLE@DCSF.GSI.GOV.UK](mailto:Iain.NOBLE@DCSF.GSI.GOV.UK)>  
Subject: Upcoming visit  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[F90D102CAA90F547B081DE4C879A009C015BE9B7@ex-be-012-sfo.shared.themessagecenter.com](mailto:F90D102CAA90F547B081DE4C879A009C015BE9B7@ex-be-012-sfo.shared.themessagecenter.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Having just received six months arrears of my pay rise for this year I've decided to blow it all on an attempt to see history in action. I'll be visiting the US from 31/10 to 7/11 (European style) and will be mainly in the NYC/NJ area.

Any AAPOR or election related events around there during that time that you feel I should know about I'll be delighted to hear from you offline.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 925 6226

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=====  
Date: Wed, 8 Oct 2008 08:44:43 -0400  
Reply-To: Christopher Weiss <[cw2036@COLUMBIA.EDU](mailto:cw2036@COLUMBIA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Christopher Weiss <[cw2036@COLUMBIA.EDU](mailto:cw2036@COLUMBIA.EDU)>  
Subject: [Fwd: NYAAPOR Announcement Save the Date...Oct. 13, 6pm,  
"Battlegrounds & Target Groups: The Strategists' Keys to the '08  
Election" panel program]  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

NYAAPOR PRESENTS  
an evening panel and discussion:

\*Battlegrounds and Target Groups: \*  
\*/The Strategists' Keys to the 2008 Election/\*

MONDAY, OCTOBER 13, 2008

6:00PM

CBS HEADQUARTERS (?BLACK ROCK?)  
51 West 52<sup>nd</sup> Street (@ 6<sup>th</sup> Avenue  
19th Floor

/RSVP REQUIRED!!/  
[/info@nyaapor.org](mailto:info@nyaapor.org) <<mailto:info@nyaapor.org>> /

Top strategists \*Matthew Dowd\* and \*Doug Schoen\* have each guided winning Presidential campaigns ? Now they share their insights and discuss the swing groups and key states to watch in the 2008 race, how the campaign is shaping up, and give NYAAPOR'ers the lay of the electoral land from an insider's perspective.

CBS News? 2008 AAPOR-award winner \*Kathy Frankovic\* moderates the forum.

Join us and our special guests for this unique pre-election event.

/(Yes, it is on Columbus Day? If you're working, come after work. If you have the day off, //make it a great //reason to come into the city! )/

/This event is Free to NYAAPOR Members and student members/  
/NonMembers - \$20.00/

\*\*

\*/You MUST RSVP to NYAAPOR so we can get a list of names to CBS security/.\*

PLEASE RSVP TO: info@nyaapor.org <mailto:info@nyaapor.org> or you can call (212) 684-0542

\*//\*

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=====

Date: Wed, 8 Oct 2008 11:52:48 -0400  
Reply-To: Joseph.Bauer@CANCER.ORG  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Joseph E. Bauer" <Joseph.Bauer@CANCER.ORG>  
Subject: Re: General questions about web-based surveys  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="ISO-8859-1"  
Content-Transfer-Encoding: quoted-printable

Hello, (A practical methods question for conducting survey research=20 (web-based))

Our current web-based survey software has limitations that we need =

to address. It is supported by Internet Explorer (IE) on Windows PCs;=20 however, is NOT supported by Macintosh computers, nor is it supported by a =

handful of other web browsers besides IE. Given that we strive to=20 maximize response rates while lacking the resources to purchase an=20 enterprise-solution that could solve this barrier, what potential methods=20 could we implement to ensure that the entire sample is able to respond to=20 our survey?

Any thoughts on conducting a pre-study (prevalence) survey to=20 identify those individuals in the sample that do NOT have the platforms or = browsers that support our web-survey? Any thoughts on giving potential=20 respondents other options or alternative modalities for survey=20 completion?and what would these options be, without coming across as=20 unprofessional or confusing? The alternative options could inherently=20 create another barrier to survey completion and become logistically=20 self-defeating if they require more effort by data management/study staff.

Thanks for any input you can provide.

Joe

Joseph E. Bauer, Ph.D.  
Director - Survey Research  
Statistics & Evaluation Center (SEC)  
American Cancer Society - National Home Office  
250 Williams Street NW  
Atlanta, Georgia 30303-1002  
(404) 929-6905 (Office)  
(404) 321-4669 (Fax)  
<http://twitter.com/bauerj>

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=====  
Date: Wed, 8 Oct 2008 16:50:42 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Three new election factors are keeping pollsters up nights  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Blumenthal: Pollsters facing perfect storm=20

Three new election factors are keeping pollsters up nights

=20

By Mark Blumenthal

National Journal

updated 2:27 p.m. ET, Wed., Oct. 8, 2008

WASHINGTON - Will the 2008 election be polling's "perfect storm"?  
Pollsters rarely say it in so many words, but when they compare notes  
these days, worry is the prevailing theme. Three big challenges loom

that threaten to throw off survey estimates for the matchup between John McCain and Barack Obama.

=20

George Stephanopoulos, the host of ABC News' Sunday morning show "This Week," summed up pollsters' concerns with a list of "three different undercounts" that he attributed to Democratic pollster Peter D. Hart. This year's polls, he said, "may be undercounting the number of young people who are going to vote," they "may be undercounting the African-American turnout" and they "may not be capturing those white voters who just won't vote for Barack Obama because he's black."

=20

Stephanopoulos delved indirectly into the methodological issues I want to explore in more depth in this space between now and the election. I see three big technical worries on the minds of pollsters:

=20

SNIP

=20

=20

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URL: <http://www.msnbc.msn.com/id/27084438/>

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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Date: Wed, 8 Oct 2008 18:52:14 -0700

Reply-To: Randal ZuWallack <[randal.zuwallack@MACROINTERNATIONAL.COM](mailto:randal.zuwallack@MACROINTERNATIONAL.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Randal ZuWallack <randal.zuwallack@MACROINTERNATIONAL.COM>  
Subject: MacroPoll Wireless  
Comments: To: AAPORNET@ASU.EDU  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Macro is running MacroPoll Wireless in the week preceding the election.=20=

The fielding is scheduled for Oct 23-28, with data available on Oct 29.=20=

The omnibus survey will be administered to 500 cell phone users (about 20=

0=20  
cell-only and 150 cell-mostly).=20

=20  
Questions are available for purchase. In addition to purchased questions=

,=20  
participants also receive data from several demographic, household, and=20=

phone usage questions.

Finally, this survey will include a section dedicated to the presidential=

=20  
election. The data from this section will be available for purchase.

Please contact me at randal.zuwallack@macrointernational.com or 802-863-  
9600 for more information.=20

Thanks,

Randy

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=====  
Date: Thu, 9 Oct 2008 11:24:00 -0400

Reply-To: David Hinton <David.Hinton@PWGSC.GC.CA>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: David Hinton <David.Hinton@PWGSC.GC.CA>

Subject: Re: Respondent Irritation and Integrated Voice-Response Surveys

Comments: To: AAPORNET@ASU.EDU

Comments: cc: Greg Vickers <Greg.Vickers@pwgsc.gc.ca>

In-Reply-To: AA<LISTSERV%200809260659288812.6625@LISTS.ASU.EDU>

MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

AAPORNET Colleagues:

Understand that many of you are occupied with current economic/political events, but thought I'd ask again (see below) about any experience you may have with respect to respondent irritation with answering IVR surveys, leading to non-response and other bias/excess respondent burden/lower response rates etc.

Thanks very much in advance for your thoughts.

David Hinton

-----Original Message-----

From: David Hinton

Sent: Friday, September 26, 2008 9:59 AM

To: AAPORNET@ASU.EDU

Cc: David Hinton

Subject: Respondent Irritation and Integrated Voice-Response Surveys

Hello. I work with the Canadian government to coordinate and foster high quality government public opinion research, perhaps roughly akin to the role of the American Office of Management and Budget.

We are assessing the various pros and cons involved with surveying Canadians using Integrated Voice-Response (IVR) technology. The surveys we are involved with typically relate to general public reactions to potential or actual government policy and program options and services.

They are not related in any way to the assessment of electoral/voting intentions.

We would be very interested in any studies with respect to respondent 'irritation' with IVR surveys (non-list, unsolicited, random-sample-based surveys in particular), and potential resulting bias, respondent burden overload, and impact of this technology on response rates generally.

Thank you very much in advance,

David Hinton  
A/Manager, Strategic Issues,  
Public Opinion Research Directorate  
Public Works and Government Services Canada  
613-943-2052  
david.hinton@pwsgc.gc.ca

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On your return send this: set aapornet mail

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=====  
=====

Date: Fri, 10 Oct 2008 07:58:45 -0400

Reply-To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>

Subject: A Prayer for Pollsters

Comments: To: AAPORNET list <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

Content-Type: text/plain; charset=US-ASCII; format=flowed; delsp=yes

Content-Transfer-Encoding: 7bit

Mime-Version: 1.0 (Apple Message framework v929.2)

I hope this will not be too offensive to those of us who don't believe in deity nor those who are more pious. But this is how it came into my head and I don't argue with the muse; please take it with the well-wishes with which it was intended.

-----

Dear God,

I'm grateful to have an interesting job that makes a difference in the lives of people, and it's going fine. But I have colleagues who are going through a tough few weeks, keeping an inhuman schedule as they try to accomplish superhuman feats. Would you please help them?

Bless them with health and strength, that the stomach flu going around the fourth floor will pass by them, and the few hours of sleep they snatch will truly rest and replenish them. Bless them that the cafeteria will serve their comfort foods and never, ever run out of diet Coke. Just for a few more weeks.

Bless them that they might find time whenever possible. Bless them that the elevator comes right away, a convenient parking spot opens up, the stoplights seem perfectly synched, the train comes as soon as their escalator hits the platform, and a meeting is cancelled now and then. You who fed thousands with only a few loaves and fishes can certainly make their minutes stretch to accomplish everything they must. Just for a few more weeks.

Bless those around them, that their elderly parents will stay healthy, the baby's rash will disappear without a doctor's visit, their teenaged drivers will not have an accident. Just for a few more weeks.

Bless them with a portion of the patience displayed by thy servant Job, that they might remain calm when employees are five minutes late with a task, reporters ask the same question for the 11th time, or their boss demands the impossible. Just for a few more weeks.

Remember how you designated Aaron to be the spokesman for Moses? Bless these folks that they can be effective spokespeople, that they will find the best place to put the microphone, speak with conviction and clarity, and find the words to explain complex concepts to the "common man." And bless them that when asked a challenging question, they might come up with a cogent answer right then (not 15 minutes later as they walk out of the studio).

Bless them with some of the wisdom of Solomon, that they might immediately recognize the numbers on the printout that are suspicious, and resolve discrepancies in minimum time. Help them to choose wisely as they make last-minute decisions about releasing sample, changing question wording, how to display data.

Please surround them with angels to help: the energetic research assistant who outperforms their job description, the IT guy who keeps things humming along, the proofreader who prevents embarrassment, the spouse who listens in the wee hours of the morning.

Please be particularly mindful of those among them who are out of a job when this election cycle ends, that they might be able to



concentrate on the task at hand and not worry about the future. And then help them to find new positions that will provide satisfaction and help them to grow in a new, different direction.

Bless them. Just for a few more weeks.

Colleen Porter  
Gainesville, FL

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=====  
=====

Date: Fri, 10 Oct 2008 07:30:13 -0700  
Reply-To: [mark@markdavidrichards.com](mailto:mark@markdavidrichards.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mark David Richards <[mark@MARKDAVIDRICHARDS.COM](mailto:mark@MARKDAVIDRICHARDS.COM)>  
Subject: Job posting - Research Director - Washington, DC  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1  
Content-Transfer-Encoding: 8bit

KRC RESEARCH is seeking to hire a Director in its Washington, DC office.

KRC Research, a full-service market research firm, specializes in the kind of research needed for effective communications. Staffed with more than 25 market research professionals from the worlds of political campaigns, consumer marketing, journalism and academia, we are flexible, practical, creative, knowledgeable and fast.

A unit of the Interpublic Group of Companies (NYSE: IPG), KRC Research offers the quality and custom service of a small firm along with the reach of a global organization. We have offices in Washington DC, Boston and London.

KRC conducts quantitative and qualitative opinion research for a wide range of corporate, government, association and non-profit clients, with particular expertise in communications research to support public relations, public affairs, and social marketing campaigns.

The successful candidate will have at least five years of work experience in the field of opinion research, including experience with sampling, questionnaires, moderators' guides, coding and data processing, graphing data, and drafting reports. Candidate will also have experience managing client and team projects. Specifically, experience in managing government proposals and contracts are a priority.

Strong writing and analytic skills are required. Candidates must have a minimum of a bachelor's degree. Advanced degrees, focus group facilitation, new business development experience and/or specific training in survey research and statistics are preferred. Knowledge of SPSS and skill with PowerPoint are a plus.

Competitive compensation and opportunities for advancement.

Please send resume and cover letter to:

Recruitment Director  
KRC Research  
700 13th Street NW  
Washington, DC 20005  
Fax 202-585-2078  
E-mail: jobs@krcresearch.com

More information about KRC Research can be found at [www.krcresearch.com](http://www.krcresearch.com).

No phone calls, please.

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signoff aapornet  
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=====  
Date: Fri, 10 Oct 2008 12:06:17 -0400  
Reply-To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Subject: reverse Bradley effect  
Comments: To: aapornet aapornet <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
Content-Type: text/plain; charset=WINDOWS-1252; format=flowed; delp=yes  
Mime-Version: 1.0 (Apple Message framework v929.2)  
Content-Transfer-Encoding: 8bit

Any thoughts on this?

<[http://www.politico.com/blogs/bensmith/1008/A\\_reverse\\_Bradley\\_Effect.html](http://www.politico.com/blogs/bensmith/1008/A_reverse_Bradley_Effect.html)>

Polls may underestimate Obama's support by 3 to 4 percent

Current polls of the presidential election may be underestimating Barack Obama's support by 3 to 4 percent nationally and possibly larger margins in the Southeast and some strongly Republican states, according to University of Washington researchers.

Psychologist Anthony Greenwald and political scientist Bethany Albertson, who analyzed data from the 32 states holding Democratic primaries, said race played an unexpectedly powerful role in distorting pre-election poll findings and the same scenario could play out in the election between Obama and John McCain.

◆ The Clinton-Obama race dragged on so long, but it generated a lot of data. It is the only existing basis on which to predict how a black candidate will do in a national general election, ◆ said Greenwald, who

pioneered studies how people's unconscious bias affects their behavior. The level of inaccuracy of the polls in the primaries was unprecedented.

Prior to the start of the primary season, the UW researchers thought the so-called Bradley effect would play a key role in the 2008 election. Previously, this effect showed exaggerated pre-election poll support for black candidates in some prominent elections in the 1980s and 1990s.

The Bradley effect is named for former Los Angeles mayor Tom Bradley, a black, who lost a close 1982 gubernatorial election in California after holding a solid lead in the polls. As the 2008 primaries played out, Greenwald and Albertson found that the Bradley effect only showed up in three states California, New Hampshire and Rhode Island.

However, they found a reverse Bradley effect in 12 primary states. In these states they found actual support for Obama exceeded pre-election polls by totals of 7 percent or more, well beyond the polls' margins of error. These errors ranged up to 18 percent in Georgia.

The Bradley effect has mutated. We are seeing it in several states, but the reverse effect is much stronger, said Greenwald. We didn't have a chance to look at these effects before on a national level. The prolonged Democratic primary process this year gave us a chance to look for this effect in 32 primaries in which the same two candidates faced each other.

Albertson and Greenwald believe the errors in the polls are being driven by social pressures that can operate when voters are contacted by telephone prior to an election. They said that polls from states in the Southeast predicted a large black vote for Obama and a much weaker white vote. They found that, in a few Southeast states, exit polls showed that both whites and blacks gave more votes to Obama than the pre-election polls had predicted.

Blacks understated their support for Obama and, even more surprising, whites did too. There also is some indication that this happened in such Republican states as Montana, South Dakota, Oklahoma, Missouri and Indiana, Greenwald said.

If you call people on the phone today and ask who they will vote for, some will give responses influenced by what may be understood, locally, as the more desirable response. It is easy to suppose that these people are lying to pollsters. I don't believe that. What I think is they may be undecided and experiencing social pressure which could increase their likelihood of naming the white candidate if their region or state has a history of white dominance. They also might give the name of the Republican if the state is strongly Republican.

A good analogy of a desirable response and social pressure, he said, would be if you lived in Detroit and you get a call asking if you will participate in an anonymous survey about automobiles.

You agree and are asked if you prefer American or foreign cars. Even if you own a Japanese car, you might experience some pressure to give an answer that might be more appreciated by the caller that you

prefer American cars, said Greenwald. When it comes to politics, although voters are presumably anonymous when speaking to pollsters, the fact that the person calling them knows their phone number may not let them feel anonymous.

Albertson noted that the polls have systematically underestimated Obama's support and this can have an impact on the election.

This distortion is interesting because poll numbers are part of the story journalists tell the public and they can also affect campaign strategy, such as states in which to spend resources, she said.

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=====  
Date: Fri, 10 Oct 2008 11:50:14 -0500  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: reverse Bradley effect  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[0CD7F978-2954-4E09-8BB8-D5FD735D07E4@panix.com](mailto:0CD7F978-2954-4E09-8BB8-D5FD735D07E4@panix.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=windows-1252; format=flowed  
Content-Transfer-Encoding: 8bit

Whenever there is a great disparity in vote preference between two demographic groups - say 05% vs. 90% in group A and 50% vs. 40% in group B - it is very important for the sample to have proper proportions of each group in the sample. No disagreement about that.

Has there ever been any validation that such groups were properly represented in past "Bradley Effect" elections? Or in reverse Bradley elections?

By validation I mean comparing \*pre-election poll\* vote preferences by race and black/white representation with \*exit poll\* vote preferences by race and black/white representation. (After acknowledging that exit polls have sample error too.)

1. Were the group proportions consistent with exit poll results?
2. Were the vote preferences within groups consistent with exit poll results?

If one or both were off this could explain apparent Bradley or Reverse Bradley effects.

It may be there are none or too few elections where such poll comparisons are possible. Just asking.

Nick Panagakis

Doug Henwood wrote:

> Any thoughts on this?  
>  
> <[http://www.politico.com/blogs/bensmith/1008/A\\_reverse\\_Bradley\\_Effect.html](http://www.politico.com/blogs/bensmith/1008/A_reverse_Bradley_Effect.html)  
> >  
>  
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>  
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> play out in the election between Obama and John McCain.  
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> of data. It is the only existing basis on which to predict how a  
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> affects their behavior. The level of inaccuracy of the polls in the  
> primaries was unprecedented.  
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> the so-called Bradley effect would play a key role in the 2008  
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>  
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> surprising, whites did too. There also is some indication that this  
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> Oklahoma, Missouri and Indiana,❖ Greenwald said.  
>  
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> ❖You agree and are asked if you prefer American or foreign cars. Even  
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=====  
Date: Fri, 10 Oct 2008 17:44:55 -0400  
Reply-To: "Thomas M. Guterbock" <[tmg1p@cms.mail.virginia.edu](mailto:tmg1p@cms.mail.virginia.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Thomas M. Guterbock" <[tmg1p@CMS.MAIL.VIRGINIA.EDU](mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU)>  
Subject: Re: reverse Bradley effect  
Comments: To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>,  
AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>

In-Reply-To: <48EF87C6.7000903@marketsharescorp.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii; format=flowed  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

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Director CSR Main Number: (434)243-5222  
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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](mailto:TomG@virginia.edu)

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=====  
Date: Fri, 10 Oct 2008 16:54:45 -0700  
Reply-To: Jon Ebeling <pols360c@ROCKO.CSUCHICO.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jon Ebeling <pols360c@ROCKO.CSUCHICO.EDU>  
Subject: Re: reverse Bradley effect  
Comments: To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>  
Comments: cc: AAPORNET@ASU.EDU  
In-Reply-To: <88470281.1223660695@DJMV3P31.csrser.cooper.virginia.edu>  
MIME-Version: 1.0  
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>  
> Thomas M. Guterbock Voice: (434)243-5223  
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> Center for Survey Research FAX: (434)982-5524  
> 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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I live in California and I do recall the Bradley effect. It might have been partially conditioned by the presence on the same ballot of an anti gun ownership initiative. I seem to recall that the central valley and northern central valley of California went overwhelmingly against Bradley. It might useful to consider, on the issue of the Bradley effect, what other measures on a ballot might bring out persons who are opposed to a candidate due to race that otherwise not care to vote. This is a similar issue to what happend when the Gay marriage issue came up it seems to me.I'm wondering if that brought out conservatives that otherwise might not have voted.

There are quite a few confounding effects on ballots as we know from Florida in 2000, but it seems to that there are important other attributes that might help to explain a Bradley effect outcome.

jon ebeling, Ph.D.

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=====  
Date: Fri, 10 Oct 2008 23:20:26 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

This from Journal Watch on line, a premier medical review journal for physicians. This appears to me to be analogous to political push polling?

SUMMARY AND COMMENT

<[http://general-medicine.jwatch.org/cgi/content/full/2008/1009/3?q=etoc\\_jwgenmed](http://general-medicine.jwatch.org/cgi/content/full/2008/1009/3?q=etoc_jwgenmed)> Marketing, Disguised as Research

October 9, 2008 |

<[http://general-medicine.jwatch.org/misc/board\\_about.dtl#aSaitz](http://general-medicine.jwatch.org/misc/board_about.dtl#aSaitz)> Richard Saitz, MD, MPH, FACP, FASAM

Seeding studies are trials that are funded entirely by drug manufacturers for the primary purpose of exposing physicians to new drugs.

Reviewing: Hill KP et al. Ann Intern Med 2008 Aug 19; 149:251

Sox HC and Rennie D. Ann Intern Med 2008 Aug 19; 149:279

Marketing, Disguised as Research

Seeding studies are trials that are funded entirely by drug manufacturers for the primary purpose of exposing physicians to new drugs.

"Seeding trials" are clinical studies that appear to answer a scientific question but whose main purpose is marketing of a drug. Researchers, who were paid to be consultants for plaintiffs, reviewed confidential documents that were made public as a result of litigation against Merck. The specific case involved a study in which rofecoxib (Vioxx) was compared with naproxen for the stated purpose of evaluating gastrointestinal tolerability; study results were published in a peer-reviewed journal (Ann Intern Med 2003; <<http://www.annals.org/cgi/reprint/139/7/539.pdf>> 139:539).

Merck internal communications revealed that their marketing division had conceived the clinical trial, with the goal of encouraging physicians to gain experience with rofecoxib prior to and during its critical launch phase. The trial was designed to target "customers" (primary care physicians) to become investigators and to demonstrate the value of the drug to these physicians. Employees of Merck's marketing division collected, analyzed, and disseminated the data (i.e., wrote the paper). They also tracked rates of rofecoxib prescribing by study physicians. But, physician-investigators, study participants, the U.S. FDA, and institutional review boards were not informed of marketing objectives; they all were told that the purpose was to evaluate gastrointestinal safety of rofecoxib. A marketing employee wrote in an e-mail, "It may be a seeding study, but let's not call it that in our internal documents." A Merck research director wrote in an e-mail, "[This and other] marketing studies . . . are intellectually redundant."

Comment: Editorialists note that "deception [regarding intent] is the key to a successful seeding trial," and that "shining a bright light on their existence may have already sown the seeds of their destruction." Clearly, physicians must be aware that seeding trials exist and must be alert to spot them. The findings of this investigation are remarkable - in fact, shocking - and they speak for themselves.

- Richard  
<[http://general-medicine.jwatch.org/misc/board\\_about.dtl#aSaitz](http://general-medicine.jwatch.org/misc/board_about.dtl#aSaitz)> Saitz,  
MD, MPH, FACP, FASAM

Published in Journal Watch General Medicine October 9, 2008

Citation(s):

Hill KP et al. The ADVANTAGE seeding trial: A review of internal documents. Ann Intern Med 2008 Aug 19; 149:251.

\* Original  
<<http://general-medicine.jwatch.org/cgi/ijlink?linkType=FULL&journalCode=annintmed&resid=149/4/251>> article (Subscription may be required)

\* Medline  
<[http://general-medicine.jwatch.org/cgi/external\\_ref?access\\_num=18711155&link\\_type=MED](http://general-medicine.jwatch.org/cgi/external_ref?access_num=18711155&link_type=MED)> abstract (Free)

Marc Sapir MD, MPH  
510-848-3826  
marcsapir@comcast.net

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Date: Mon, 13 Oct 2008 10:46:06 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Pollsters Debate 'Bradley Effect'  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Pollsters Debate 'Bradley Effect'  
Election Seen as Test of Theory That Black Candidates' Leads in Polls  
Aren't Real

[http://www.washingtonpost.com/wp-dyn/content/article/2008/10/11/AR2008101102136.html?sid=ST2008101200232&s\\_pos=](http://www.washingtonpost.com/wp-dyn/content/article/2008/10/11/AR2008101102136.html?sid=ST2008101200232&s_pos=)

or

<http://tinyurl.com/4glq2x>

By Steven A. Holmes

Washington Post Staff Writer

Sunday, October 12, 2008; A06

Not long ago, it was considered political gospel: Be wary of polls when an election involves an African American candidate, because many whites will voice support but then vote for the white opponent.

Now, poll-watchers are asking whether that could be skewing the numbers as Democrat Barack Obama, the first African American presidential nominee, moves ahead of Republican John McCain.

Most experts say they do not believe that the phenomenon, known as the "Bradley effect," is at work in this election. But some disagree. And if the effect has disappeared, it is not clear whether that is because polling techniques have improved or because the country has become more tolerant about race.

SNIP

--

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101

Baltimore, MD 21209

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Date: Mon, 13 Oct 2008 10:57:18 -0400

Reply-To: Richard Kulka <[Richard\\_Kulka@ABTASSOC.COM](mailto:Richard_Kulka@ABTASSOC.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Richard Kulka <[Richard\\_Kulka@ABTASSOC.COM](mailto:Richard_Kulka@ABTASSOC.COM)>

Subject: The Departure of Pat Lewis as AAPOR's Communications Director

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

Comments: cc: [plewis2468@gmail.com](mailto:plewis2468@gmail.com)

MIME-Version: 1.0

Content-type: text/plain; charset=ISO-8859-1

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In early September, Pat Lewis, our Communications Director and AAPOR's only employee, informed me that she had been offered and accepted a new position as Communications Director for the Hope Street Group in DC. Her new position began on Monday, September 22. For the past several weeks, we have been working with Pat, our relevant committees and AMP staff to make sure that we have an effective transition of her responsibilities, contact lists and other materials, and to assure that our communications functions continue to be carried out smoothly. At our September meeting, Council recommended that we not immediately seek to replace her in this position, pending the deliberations and recommendations of the Special Committee appointed earlier this year to evaluate the overall structure and management needs of the association, since these functions are a key part of their evaluation.



I have been remiss, however, in not notifying our membership of this change, and especially in not publicly thanking Pat for her valuable service and contributions to AAPOR over the past two years as our first ever communications director, and in helping us continue to define the important functions that we need from such a role. I know that we all wish her well as she takes on her new position and responsibilities, and she has assured me that she will always have a keen eye on AAPOR, its mission and its success. For those of you who wish to contact her and offer your individual appreciation for her efforts, she can be reached at plewis2468@gmail.com or 703.201.5070.



Richard A. Kulka, Ph.D. | Group Vice President | Survey Research  
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Date: Mon, 13 Oct 2008 11:10:34 -0400  
Reply-To: Marco Antonio Morales-Barba <[marco.morales@NYU.EDU](mailto:marco.morales@NYU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marco Antonio Morales-Barba <[marco.morales@NYU.EDU](mailto:marco.morales@NYU.EDU)>  
Subject: Funny Numbers: Do Polls Lie About Race?  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=windows-1252  
Content-Disposition: inline  
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To continue with this debate, from the New York Times yesterday:  
  
[http://www.nytimes.com/2008/10/12/weekinreview/12zernike.html?\\_r=1&oref=slogin  
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New York Times, October 12, 2008  
Funny Numbers  
Do Polls Lie About Race?  
By KATE ZERNIKE

THREE weeks to Election Day and polls project a victory, possibly a big one, for Barack Obama.

Yet everywhere, anxious Democrats wring their hands. They've seen this Lucy-and-the-football routine before, and they're just waiting for their ball to be snatched away, the foiled Charlie Browns again. Remember how the exit polls in 2004 predicted President Kerry?

The anxiety is more acute this year, because Senator Obama is the first African-American major-party presidential nominee. And even pollsters say they can't be sure how accurately polls capture people's feelings about race, or how forthcoming Americans are in talking about a black candidate.

In recent days, nervous Obama supporters have traded worry about a survey widely disputed by pollsters yet voraciously consumed by the politically obsessed that concluded racial bias would cost Mr. Obama six percentage points in the final outcome. He is, of course, about six points ahead in current polls. See? He's going to lose.

If he does, it wouldn't be the first time that polls have overstated support for an African-American candidate. Since 1982, people have talked about the Bradley effect, where even last-minute polls predict a wide margin of victory, yet the black candidate goes on to lose, or win in a squeaker. (In the case that lent the phenomenon its name, Tom Bradley, the mayor of Los Angeles, lost his race for governor, the assumption being that voters lied to pollsters about their support for an African-American.)

But pollsters and political scientists say concern about a Bradley effect some call it a Wilder effect or a Dinkins effect, and plenty call it a theory in search of data is misplaced. It obscures what they argue is the more important point: there are plenty of ways that race complicates polling. Considered alone or in combination, these factors could produce an unforeseen Obama landslide with surprise victories in the South, a stunningly large Obama loss, or a recount-thin margin. In a year that has already turned expectations upside down, it is hard to completely reassure the fretters.

Among the non-Bradley factors at the intersection of race and polling is something called the reverse Bradley (perhaps more prevalent than the Bradley), in which polls understate support for a black candidate, particularly in regions where it is socially acceptable to express distrust of blacks. Then there are the voters not captured by polls. Research shows that those who refuse to participate in surveys tend to be less likely to vote for a black candidate. The race of the questioner, too, affects a poll but no one is sure whether people give more or less accurate answers when they're

interviewed by someone of their own race.

◆How much we are under-representing people who are intolerant and therefore unlikely to vote for Obama is an open question,◆ said Andrew Kohut, the president of Pew Research Center. ◆I suspect not a great deal, but maybe some. And ◆maybe some◆ could be crucial in a tight election.◆

In 1982, exit polls had Mayor Bradley so likely to win that newspaper headlines called him the victor. Yet he lost, narrowly. There emerged what seemed like a pattern: a number of polls found more support than there actually was for Harold Washington in the 1983 Chicago mayoral race; for David N. Dinkins in the 1989 New York mayoral race; and for L. Douglas Wilder in the 1989 Virginia governor◆s race.

Were people so afraid to appear bigoted that they lied to pollsters, thinking it more socially acceptable to support a black candidate? Pollsters and political scientists have long questioned that assumption because they do not believe people have an incentive to deceive unless they are explicitly asked, ◆Do you support the white guy or the black guy?◆

◆We have no evidence that people lie to us,◆ said Joe Lenski, executive vice president of Edison Media Research, which conducts the exit polls the television networks use. He and others say that discrepancy in the polls has more to do with which people decline to participate, or say they are undecided.

Adam Berinsky, a political scientist at M.I.T. who has written about the ◆I don◆t know◆ voters, points out that while polls overpredicted Mr. Dinkins◆s support in 1989, they got it right in 1993, when he was running against the same opponent, Rudolph Giuliani. In 1989, Mr. Berinsky argues, people who feared being thought racist said ◆I don◆t know.◆ By 1993, they could find things in Mr. Dinkins◆s mayoral record to object to and so felt more free to express their opposition without fear of seeming racist.

Mr. Kohut conducted a study in 1997 looking at differences between people who readily agreed to be polled and those who agreed only after one or more callbacks. Reluctant participants were significantly more likely to have negative attitudes toward blacks ◆ 15 percent said they had a ◆very favorable◆ attitude toward them, as opposed to 24 percent of the ready respondents. ◆The kinds of people suspicious of surveys are also more intolerant,◆ Mr. Kohut said.

Scott Keeter, Pew◆s director of survey research, said pollsters had a harder time reaching voters with lower levels of education. Less-educated whites are the kind Mr. Obama has had trouble winning over. Conversely, young people are more likely to answer surveys, and they tend to favor Mr. Obama.

There may be several factors at work: Michael Traugott, a University of Michigan professor who studies polling, argues that the Bradley effect was misnamed from the start; the problem with the polls in the 1982 race was not that they failed to capture latent racism but that they failed to account for the absentee ballots, which ultimately handed the election to the white Republican, George Deukmejian.

Whatever its causes, the Bradley gap seems to be disappearing.

In a new study, Daniel J. Hopkins, a postdoctoral fellow at Harvard,

considered 133 elections between 1989 and 2006 and found that blacks running for office before 1996 suffered a median Bradley effect of 3 percentage points. Blacks running after 1996, however, performed about 3 percentage points better than their polls predicted. Mr. Hopkins argues that the changes in the welfare laws in 1996 and the decline of violent crime took off the table issues that had aggravated racial animosity.

The Bradley effect in the 2006 vote was largely absent (and in some stances a reverse effect was seen by some pollsters). In Tennessee, Harold Ford Jr., a black congressman, lost by six points. His pollster, Pete Brodnitz, said the campaign had been watching for a Bradley effect and screened carefully to make sure its own polls looked only at the people most likely to vote. Internal polls were largely correct, but some public polls, relying on a more general population, were wildly off. Mr. Brodnitz blamed bad polling, not lying.

In this year's Democratic primaries, University of Washington researchers found a Bradley effect in three states, but a reverse Bradley effect in 12 (in the other 17, polls were within a seven-point margin of error).

The results tended to correlate with the black population in a state: blacks made up 15 percent or more of the population in almost all the states where the polls showed less support for Mr. Obama than there actually was; in the three states where polls showed more support than there was, less than 10 percent of the population is black.

The differences are too great to be explained by just high black turnout, said Anthony Greenwald, one of the researchers. Nor were people necessarily lying. Instead, he sees a cultural dynamic at work: the states where polls underpredicted support for Mr. Obama were generally in the Southeast, where the culture has more stubbornly favored whites, so the right answer there was to choose the white candidate. In the three states where polls in the study overpredicted support for Mr. Obama — Rhode Island, California and New Hampshire — the desirable thing is to appear unbiased and unprejudiced, Mr. Greenwald said. (Many polling experts also believe that Mr. Obama was benefiting from an Iowa bounce in the late New Hampshire polls, as Senator Hillary Rodham Clinton had been ahead for months, and that therefore Mr. Obama's loss there was not a true Bradley effect.)

The Bradley effect, Mr. Greenwald concluded, has conceptually mutated. It's not something that's an absolute that we should generally expect, but something that will vary with the cultural context and the desirability of expressing pro-black attitudes.

A further complication is the race of the person who asks the questions. Talking to a white interviewer, blacks or whites are more likely to say that they are supporting the white candidate; talking to a black interviewer, people are more likely to support the black candidate. This holds true whether the surveys are in person, or on the phone.

It could be that people worry about offending the interviewer by suggesting, "I wouldn't vote for someone like you." Or, researchers suggest, talking to a black polltaker who sounds energetic or professional might prime positive images of blacks, overwhelming any negative stereotypes.

The trouble is, we don't know that doing white-on-white interviews and black-on-black interviews would be more accurate, said Jon Krosnick, a professor of psychology and political science at Stanford. It is possible that right now

the social norms within the African-American community are such that if you're going to vote for McCain, it's too embarrassing to admit, and if you're not going to vote at all, it's almost as embarrassing.

The question of how race affects polling is of course different from the question of how it affects the vote. Many experts argue that race does not play a huge role in either this year, because the economy has emerged as such a dominant issue, and Mr. Obama is not primarily identified by his race.

But most of what they know, they know from polls. And even in the least complicated years, polling is a recipe with a good dash of "Who knows?"

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Margaret R. Roller" <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Subject: Focus Group Successes & Bombs  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

This weekend I was re-reading Harry O'Neill's "Public Opinion Research - An Honorable Profession, Warts and All." Wart #6 - "We misuse and overuse focus groups." - warns that a "focus group success" does not necessarily translate into a market success (the Edsel); and, likewise, successfully marketed products have arisen from focus group research where they bombed=

(the Taurus).

I would like to find more examples of where the implications from qualitative research were more or less on target with the final outcome.=20=

Does anyone have a reference or two they could share?

Thank you.

---  
Margaret R. Roller  
Roller Marketing Research  
[rmr@rollerresearch.com](mailto:rmr@rollerresearch.com)

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Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Margin of error is polls' fine print  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

Margin of error is polls' fine print

If it's big enough - the result of a small sample - a survey's results may not be what they seem

By J. Patrick Coolican  
Las Vegas Sun

The headline couldn't be more clear: "Poll gives big lead to Heller."

Indeed, a Las Vegas Review-Journal poll showed voters in the 2nd Congressional District prefer Rep. Dean Heller to former higher education Regent Jill Derby 51 percent to 38 percent.

The problem with the poll, and thus the headline, could be found in the fine print.

Mason-Dixon Polling & Research, the company commissioned to gauge the opinion of the voting public, received responses from just 221 registered voters, giving the poll a margin of error of plus or minus 7 percentage points. That's a larger margin of error than those of nearly all of the hundreds of polls published this election cycle.

SNIP

<http://www.lasvegassun.com/news/2008/oct/14/margin-error-polls-fine-print/>

or

<http://tinyurl.com/44vr5u>

--

Leo G. Simonetta  
Director of Research  
Art & Science Group  
6115 Falls Road, Suite 101  
Baltimore, MD 21209

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Date: Tue, 14 Oct 2008 11:22:38 -0400  
Reply-To: Masahiko Aida <[maida@GQRR.COM](mailto:maida@GQRR.COM)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Masahiko Aida <maida@GQRR.COM>  
Subject: Re: Margin of error is polls' fine print  
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@ASU.EDU  
In-Reply-To:  
A<3248A9B21DD5574785FE5E2C8E521684C0848C@exchange.local.artsience.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

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Masahiko

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, October 14, 2008 9:20 AM  
To: AAPORNET@ASU.EDU  
Subject: Margin of error is polls' fine print

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<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>  
Subject: Re: Margin of error is polls' fine print  
Comments: To: Masahiko Aida <[maida@GQRR.COM](mailto:maida@GQRR.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
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Although I do not work in the polling industry, I do have some experience with data weighting. This experienced based knowledge leads me to conclude that any claim that weighting creates efficiencies in sample size so that smaller samples are more efficient than they would be in the absence of weighting (i.e., deliver smaller sampling error for a particular sample size) seems highly suspect.

Unless there is a new breakthrough method of weighting with which I am ignorant (which, of course, is always a possibility), weighting involves multiplication of some results so they contribute more to the population parameter(s) being estimated while other results "count" less. Way back in middle school physical science class and again later in high school chemistry, I was taught that when you multiply a measure featuring error by some factor, the distributive property applies; that is, you multiply both the estimates (measures) and their associated (added or subtracted) errors by that factor. I am pretty confident this elementary property of arithmetic/mathematics has not been discredited or falsified.

Therefore, any time you weight a data set, the greater the potential margin of error should be for any estimate derived from that weighted data. While we would like to think that more accurate parameter estimates mean more accurate polling and that the inherent sampling error is not adversely affected, the mathematics involved in multiplication would not seem to offer support for such claims. In fact, the threats to error term "explosion" are



particularly great when one considers that weighting involves the application of an a priori demographic (or other criteria) model of who "counts" more and who "counts" less which, itself, certainly features error! And, the more dramatic the weighting scheme is, the greater the potential for error increases - and it does so geometrically!

On the other hand - and I hope I am not mistaken about this - I am under the impression that it is possible to achieve greater sampling efficiencies (and lower sampling error) relative to simple probability (random) sampling procedures through the use of multi-stage sampling strategies.

Regards,  
Jonathan

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Voorhees, New Jersey 08043  
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Fax: 775.898-2651

View my professional profile:  
<http://www.linkedin.com/in/jonathanbrill>

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From: "Masahiko Aida" <maida@GQRR.COM>  
To: <AAPORNET@ASU.EDU>  
Sent: Tuesday, October 14, 2008 11:22 AM  
Subject: Re: Margin of error is polls' fine print

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Steen, Bob" <[bob.steen@FLEISHMAN.COM](mailto:bob.steen@FLEISHMAN.COM)>  
Subject: Re: Margin of error is polls' fine print  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: A<002301c92e1a\$4020d250\$6564a8c0@core.umdj.edu>

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For those who would like to explore the effect that weighting and percent of universe interviewed has on margin of error, a spreadsheet is available on the AAPOR file share site at <http://www.aapor.org/filesshare> . Enter real or imagined data parameters into the yellow boxes.

(If you have different binomial distributions for each weighting segment, you can override the values for p in column C for each segment).

This formula doesn't include cluster effects, another potential sources of sampling error.

I use this table to help me evaluate sample designs that involve oversampling of key sub-groups.

Bob Steen   
Vice President  
Fleishman-Hillard  
Research  
200 N. Broadway  
St. Louis, MO 63102

Office direct: 011 314-982-1752

Office fax: 011 314-982-9105

Delivering Results at the Point of Impact  

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E. Brill, Ph.D.

Sent: Tuesday, October 14, 2008 11:31 AM

To: AAPORNET@ASU.EDU

Subject: Re: Margin of error is polls' fine print

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Regards,  
Jonathan

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Fax: 775.898-2651

View my professional profile:  
<http://www.linkedin.com/in/jonathanbrill>

----- Original Message -----

From: "Masahiko Aida" <maida@GQRR.COM>  
To: <AAPORNET@ASU.EDU>  
Sent: Tuesday, October 14, 2008 11:22 AM  
Subject: Re: Margin of error is polls' fine print

> Given the fact many political polls receive large amount of weighting,  
> effective sample size should be even smaller.  
>  
> and as far as I am aware of (as I work in polling industry), very few  
> organization pay attention or report MOE based on its effective size, they  
> just assume SRS. I think they are simply unaware of the fact that  
> weighting increase design effect.

>  
> Masahiko

>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
> Sent: Tuesday, October 14, 2008 9:20 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Margin of error is polls' fine print

>  
> Margin of error is polls' fine print  
>  
> If it's big enough - the result of a small sample - a survey's results may  
> not be what they seem

>

> By J. Patrick Coolican  
> Las Vegas Sun  
>  
> The headline couldn't be more clear: "Poll gives big lead to Heller."  
>  
> Indeed, a Las Vegas Review-Journal poll showed voters in the 2nd  
> Congressional District prefer Rep. Dean Heller to former higher education  
> Regent Jill Derby 51 percent to 38 percent.  
>  
> The problem with the poll, and thus the headline, could be found in the  
> fine print.  
>  
> Mason-Dixon Polling & Research, the company commissioned to gauge the  
> opinion of the voting public, received responses from just 221 registered  
> voters, giving the poll a margin of error of plus or minus 7 percentage  
> points. That's a larger margin of error than those of nearly all of the  
> hundreds of polls published this election cycle.  
>  
> SNIP  
>  
> <http://www.lasvegassun.com/news/2008/oct/14/margin-error-polls-fine-print/>  
>  
> or

> <http://tinyurl.com/44vr5u>

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

> -----  
> Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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=====  
=====

Date: Wed, 15 Oct 2008 17:19:47 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

What Are Those Squiggly Lines on CNN Telling You?

<<Picture (Device Independent Bitmap)>>=20

Viewers of the presidential debates on CNN have a novel feature on their screen -- a box at the bottom showing the real-time reactions of a focus group of undecided voters. Should we take it seriously?

<<Picture (Device Independent Bitmap)>>=20

Sam Boyd | October 15, 2008 | web only

[http://www.prospect.org/cs/articles?article=3Dwhat\\_are\\_those\\_squiggly\\_lines\\_on\\_cnn\\_telling\\_you](http://www.prospect.org/cs/articles?article=3Dwhat_are_those_squiggly_lines_on_cnn_telling_you)  
or  
<http://tinyurl.com/5ysswn>

=09

<<Picture (Device Independent Bitmap)>>=20

=09

Viewers of the presidential and vice-presidential debates on CNN this year have a novel feature on their screen -- a box at the bottom showing the real-time reactions of a focus group of undecided voters. The results are undeniably bewitching, even for those who don't believe them. "I knew it was completely unreliable and irrelevant," wrote <[http://www.huffingtonpost.com/nora-ephron/the-graph-and-i\\_b\\_131487.html](http://www.huffingtonpost.com/nora-ephron/the-graph-and-i_b_131487.html)> screenwriter Nora Ephron at Huffington Post, "and yet my heart sank and rose according to it."=20

The visual is the product of a focus-group technique known as dial-testing. Dial-testing relies on hand-held dials that can be turned to register positive and negative reactions in real time. Participants in the focus group -- 30 is a typical size -- sit together and are instructed to continually adjust the dial to reflect how they react to a word, phrase, or sentence.=20

CNN has seized on the visual power of dial-testing data -- the positions of each dial are aggregated and the resulting numbers are plotted as a line on a graph with the vertical axis representing how positive people

feel and the horizontal line representing the time -- as a way to modernize the look of its debate coverage. "If you look at all my colleagues' coverage of the debate, it looks like it could have been done 25 years ago," explains CNN election-coverage producer David Bohrman, who made the decision to broadcast dial-testing results during the debate.=20

SNIP  
Cliff Zukin, director of the public-policy program at Rutgers University and former head of the American Association for Public Opinion Research, argues that dial-testing is unhelpful and misleading. He points to the fact that the sample of voters is far smaller than even the tiniest poll.=20

"It has no scientific validity -- it's not a sample of anything that has generalized validity," he says. What's more, he argues, it introduces inaccurate numbers that assume a power of their own. "The problem with bad numbers is that people tend to believe their eyes."=20

SNIP =09

--=20

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

-----  
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=====  
=====

Date: Thu, 16 Oct 2008 05:33:11 -0400  
Reply-To: [allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-type: text/plain; charset=US-ASCII

"Dial-testing" the second-by-second reactions of a group of people to a program, movie or other communication was invented in the 1930's by Paul Lazarsfeld and Frank Stanton, and reported in various chapters of their "Radio Research" series. It was used in connection with a group interview immediately after, in which those who created the squiggly lines were asked why their approval or liking the program went up and down when it did. This gave useful ideas especially when most of the group had the same reaction. The "Lazarsfeld-Stanton Program Analyzer" results were not of course based on a random sample, but combined with the group interview they were revealing of qualitative information on what particular parts of a communication people liked or disliked. If the groups used during the debates had a range of political opinions (Democrats, Republicans,

Independents) and of socio-economic and ethnic backgrounds, they give a rough idea of the reactions of a wider audience, and can be checked against surveys of the whole audience for statistical purposes. The CBS use of fairly representative samples of "uncommitted" voters with "before and after" opinions of the candidates (on several aspects) is particularly useful in assessing reactions of the swing voters who will determine the outcome of the election. It continues the Columbia Broadcasting tradition of research which began with Stanton, in collaboration with Lazarsfeld's Office of Radio Research at Columbia (University) where I got my own start in research in 1947.

Allen Barton

> [Original Message]  
> From: Leo Simonetta <Simonetta@ARTSCI.COM>  
> To: <AAPORNET@ASU.EDU>  
> Date: 10/15/2008 5:23:36 PM  
> Subject: What Are Those Squiggly Lines on CNN Telling You?  
>  
> What Are Those Squiggly Lines on CNN Telling You?  
>  
> <<Picture (Device Independent Bitmap)>>  
>  
>  
> Viewers of the presidential debates on CNN have a novel feature on their  
> screen -- a box at the bottom showing the real-time reactions of a focus  
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>  
>  
> <<Picture (Device Independent Bitmap)>>  
>  
>  
> Sam Boyd | October 15, 2008 | web only  
>  
>  
>  
> [http://www.prospect.org/cs/articles?article=what\\_are\\_those\\_squiggly\\_line](http://www.prospect.org/cs/articles?article=what_are_those_squiggly_lines_on_cnn_telling_you)  
> [s\\_on\\_cnn\\_telling\\_you](http://www.prospect.org/cs/articles?article=what_are_those_squiggly_lines_on_cnn_telling_you)  
> or  
> <http://tinyurl.com/5ysswn>  
>  
>  
>  
> <<Picture (Device Independent Bitmap)>>  
>  
>  
> Viewers of the presidential and vice-presidential debates on CNN this  
> year have a novel feature on their screen -- a box at the bottom showing  
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> them. "I knew it was completely unreliable and irrelevant," wrote  
> <[http://www.huffingtonpost.com/nora-ephron/the-graph-and-i\\_b\\_131487.html](http://www.huffingtonpost.com/nora-ephron/the-graph-and-i_b_131487.html)  
> > screenwriter Nora Ephron at Huffington Post, "and yet my heart sank  
> and rose according to it."  
> The visual is the product of a focus-group technique known as  
> dial-testing. Dial-testing relies on hand-held dials that can be turned



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> in the focus group -- 30 is a typical size -- sit together and are  
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> word, phrase, or sentence.  
> CNN has seized on the visual power of dial-testing data -- the positions  
> of each dial are aggregated and the resulting numbers are plotted as a  
> line on a graph with the vertical axis representing how positive people  
> feel and the horizontal line representing the time -- as a way to  
> modernize the look of its debate coverage. "If you look at all my  
> colleagues' coverage of the debate, it looks like it could have been  
> done 25 years ago," explains CNN election-coverage producer David  
> Bohrman, who made the decision to broadcast dial-testing results during  
> the debate.

> SNIP

> Cliff Zukin, director of the public-policy program at Rutgers University  
> and former head of the American Association for Public Opinion Research,  
> argues that dial-testing is unhelpful and misleading. He points to the  
> fact that the sample of voters is far smaller than even the tiniest  
> poll.  
> "It has no scientific validity -- it's not a sample of anything that has  
> generalized validity," he says. What's more, he argues, it introduces  
> inaccurate numbers that assume a power of their own. "The problem with  
> bad numbers is that people tend to believe their eyes."

> SNIP

>

>

> --

> Leo G. Simonetta  
> Director of Research  
> Art & Science Group  
> 6115 Falls Road, Suite 101  
> Baltimore, MD 21209

>

>

> -----

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=====  
Date: Thu, 16 Oct 2008 10:40:42 +0100  
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>  
Subject: Re: Funny Numbers: Do Polls Lie About Race?  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: A<f20cae8b365f.48f32caa@mail.nyu.edu>  
MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

What a pity Warren Mitofsky is no longer with us to correct their error on the 2004 exit polls in an appropriate way.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 925 6226

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marco Antonio Morales-

>Barba

>Sent: 13 October 2008 16:11

>To: AAPORNET@ASU.EDU

>Subject: Funny Numbers: Do Polls Lie About Race?

>

>To continue with this debate, from the New York Times yesterday:

>

>[http://www.nytimes.com/2008/10/12/weekinreview/12zernike.html?\\_r=1&oref=slogin&ref=t](http://www.nytimes.com/2008/10/12/weekinreview/12zernike.html?_r=1&oref=slogin&ref=t)

>odayspaper&pagewanted=all

>

>

>Marco Morales

>PhD student

>The Wilf Family Department of Politics

>New York University

>19 W 4th St, room 320

>New York, NY 10012

>+1 (212) 992-8690 (o)

>+1 (212) 995-4184 (f)

>

>marco.morales@nyu.edu

>

>

>-----

>

>New York Times, October 12, 2008

>Funny Numbers

>Do Polls Lie About Race?

>By KATE ZERNIKE

>

>THREE weeks to Election Day and polls project a victory, possibly a big one, for Barack

>Obama.

>

>Yet everywhere, anxious Democrats wring their hands. They've seen this

Lucy-and-the-  
>football routine before, and they're just waiting for their ball to be  
snatched away, the foiled  
>Charlie Browns again. Remember how the exit polls in 2004 predicted  
President Kerry?  
>  
>

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Date: Thu, 16 Oct 2008 07:48:35 -0400  
Reply-To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: AAPORNET list <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[200810152121.m9FKcIST026621@lists.asu.edu](mailto:200810152121.m9FKcIST026621@lists.asu.edu)>  
Mime-Version: 1.0 (Apple Message framework v929.2)  
Content-Type: text/plain; charset=WINDOWS-1252; format=flowed; delp=yes  
Content-Transfer-Encoding: quoted-printable

On Oct 15, 2008, at 5:19 PM, Leo Simonetta wrote:

> What Are Those Squiggly Lines on CNN Telling You?  
>  
> Viewers of the presidential debates on CNN have a novel feature on =20  
> their  
> screen -- a box at the bottom showing the real-time reactions of a =20  
> focus  
> group of undecided voters. Should we take it seriously?

A friend in Australia says they have been doing it there for years, =20  
and folks call it "the worm." I think that is an interesting choice =20  
of terms on many levels.

Speaking of non-scientific sources, I thought Governor Mike Easley =20  
(Dem) of North Carolina was delightful on NPR yesterday. You really =20  
should listen at

=  
<http://www.npr.org/templates/story/story.php?storyId=3D95748791&ft=3D1&f=3D=1117>  
because these words don't do justice to his quintessential Southern =20  
drawl:

"However, my barber told me=97now this is a guy who puts his razor at =20=

people's throat every day and asks some questions, and he can legally =20=  
do that, so that's a good focus group. He tells me there are a lotta =20=  
people out there that are gonna vote for Obama that aren't saying it, =20=  
so you're gonna see a reverse Bradley effect=85.Barbers are a great =20=  
source; you can get a \$25,000 poll for 15 bucks and that includes the =20=  
tip."

Colleen Porter  
Gainesville, FL

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=====  
Date: Thu, 16 Oct 2008 14:39:19 +0100  
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: A<B126DFF9-AE5B-495A-9F27-26E9B5697DA6@cox.net>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

\$15! I can remember the days when it was shave-and-a-haircut-two-bits.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 925 6226

>-----Original Message-----

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Colleen Porter

>Sent: 16 October 2008 12:49

>To: AAPORNET@ASU.EDU

>Subject: Re: What Are Those Squiggly Lines on CNN Telling You?

>

>On Oct 15, 2008, at 5:19 PM, Leo Simonetta wrote:

>

>> What Are Those Squiggly Lines on CNN Telling You?

>>  
>> Viewers of the presidential debates on CNN have a novel feature on  
>> their  
>> screen -- a box at the bottom showing the real-time reactions of a  
>> focus  
>> group of undecided voters. Should we take it seriously?  
>  
>A friend in Australia says they have been doing it there for years,  
>and folks call it "the worm." I think that is an interesting choice  
>of terms on many levels.  
>  
>Speaking of non-scientific sources, I thought Governor Mike Easley  
>(Dem) of North Carolina was delightful on NPR yesterday. You really  
>should listen at  
><http://www.npr.org/templates/story/story.php?storyId=95748791&ft=1&f=1117>  
>because these words don't do justice to his quintessential Southern  
>drawl:  
>  
>"However, my barber told me-now this is a guy who puts his razor at  
>people's throat every day and asks some questions, and he can legally  
>do that, so that's a good focus group. He tells me there are a lotta  
>people out there that are gonna vote for Obama that aren't saying it,  
>so you're gonna see a reverse Bradley effect....Barbers are a great  
>source; you can get a \$25,000 poll for 15 bucks and that includes the  
>tip."  
>  
>Colleen Porter  
>Gainesville, FL  
>  
>  
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>Intranet anti-virus service supplied by Cable&Wireless in partnership  
with MessageLabs.  
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MessageLabs. (CCTM Certificate Number 2007/11/0032.) On leaving the GSi this  
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recorded for legal purposes.

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=====  
Date: Thu, 16 Oct 2008 08:53:50 -0500  
Reply-To: "Steen, Bob" <bob.steen@FLEISHMAN.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Steen, Bob" <bob.steen@FLEISHMAN.COM>  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: A<B126DFF9-AE5B-495A-9F27-26E9B5697DA6@cox.net>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="utf-8"  
Content-Transfer-Encoding: 8bit

In the same spirit, perhaps projective surveys or focus groups among barbers, hairdressers, bartenders, priests, shoe shiners, therapists, and other professional listeners would be particularly efficient. One could even include a few pollsters and interviewers.

Bob Steen◆  
Vice President  
Fleishman-Hillard  
Research  
200 N. Broadway  
St. Louis, MO 63102

Office direct: 011 314-982-1752  
Office fax: 011 314-982-9105

Delivering Results at the Point of Impact ◆◆  
-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Colleen Porter  
Sent: Thursday, October 16, 2008 6:49 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?

On Oct 15, 2008, at 5:19 PM, Leo Simonetta wrote:

- > What Are Those Squiggly Lines on CNN Telling You?
- >
- > Viewers of the presidential debates on CNN have a novel feature on
- > their
- > screen -- a box at the bottom showing the real-time reactions of a
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A friend in Australia says they have been doing it there for years, and folks call it "the worm." I think that is an interesting choice of terms on many levels.

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drawl:

"However, my barber told me—now this is a guy who puts his razor at people's throat every day and asks some questions, and he can legally do that, so that's a good focus group. He tells me there are a lotta people out there that are gonna vote for Obama that aren't saying it, so you're gonna see a reverse Bradley effect....Barbers are a great source; you can get a \$25,000 poll for 15 bucks and that includes the tip."

Colleen Porter  
Gainesville, FL

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=====  
Date: Thu, 16 Oct 2008 13:33:26 -0700  
Reply-To: "Josh D." <[jd9622flh@YAHOO.COM](mailto:jd9622flh@YAHOO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Josh D." <[jd9622flh@YAHOO.COM](mailto:jd9622flh@YAHOO.COM)>  
Subject: Re: reverse Bradley effect  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[48EFEB45.5060200@rocko.csuchico.edu](mailto:48EFEB45.5060200@rocko.csuchico.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1  
Content-Transfer-Encoding: 8bit

Well since we are on the topic I thought this might be useful:

Dissecting the "Bradley Effect" - ABC's Gary Langer

"The Bradley effect and its variants (Wilder effect, Dinkins effect), attempt to explain why the level of support for white candidates was understated, or for black candidates was overstated, in pre-election polls in six biracial contests from 1982 to 1992. That's right - anywhere from 16 to 26 years ago. Two problems: There are, in fact, beaucoups reasons beyond lying that those polls could have been wrong. And there have been plenty of accurate polls in such contests since.

Consider 2006: Good-quality polls were accurate in five U.S. Senate or gubernatorial elections in which white and African-American candidates faced off. (There was no good, publicly released polling in a sixth). One, in Massachusetts, understated the white candidate by 5 points (not that it mattered in a 55-35 percent blowout); another, in Pennsylvania, understated the black candidate by 5 points (in a 60-40 rout). But as for a consistent Bradley or Wilder effect: It didn't happen."  
<http://blogs.abcnews.com/thenumbers/2008/10/the-bradley-eff.html>

-----  
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=====  
=====  
Date: Fri, 17 Oct 2008 08:05:56 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: ny times article on polls  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

It's in the 'week in review' section "Funny numbers: do polls lie about race?" a title which is somewhat misleading and should be something more boring like 'discussing social desirability impacts in an unprecedented presidential election'

<http://www.nytimes.com/2008/10/12/weekinreview/12zernike.html>

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](http://www.techsociety.com)  
Yahoo Messenger: leora\_lawton

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Date: Fri, 17 Oct 2008 10:40:49 -0500  
Reply-To: Jeanie Harper <[JHarper@GOAMP.COM](mailto:JHarper@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jeanie Harper <[JHarper@GOAMP.COM](mailto:JHarper@GOAMP.COM)>  
Subject: Job Posting  
Comments: To: "[aapornet@asu.edu](mailto:aapornet@asu.edu)" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

NORTHWESTERN UNIVERSITY  
DEPARTMENT OF PSYCHIATRY AND BEHAVIORAL SCIENCES  
PSYCHO-LEGAL STUDIES PROGRAM



PROGRAMMER NEEDED

Periodic work for an experienced individual to update, develop and maintain the software which manages the influx of interview data for a large scale = federally funded longitudinal study.

Specific duties:

\* Program, bench test and troubleshoot updates to computer assisted interview instruments using the Blaise development language -- a proprietary computer-administered interview package (can learn on the job); work closely with other staff to bench test product; maintain documentation of changes; train staff as needed.

\* Convert and update existing data entry, data editing, and data transfer programs to Microsoft Access (or like program); bench test and troubleshoot new programs

\* Documentation and training staff regarding programming changes

Minimum qualifications:

\* Master's Degree in computer programming or comparable programming experience;

\* Expertise with Access (or Visual Basic) or comparable relational database.

\* Good written and oral communication skills;

\* Ability to work as part of a team;

\* Experience with social science (or survey marketing) data collection and/or CATI instrumentation preferred.

Please send letter of inquiry and resume to:

Karen Abram  
Associate Professor  
k-abram@northwestern.edu

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=====  
=====

Date: Sat, 18 Oct 2008 17:17:00 +0200  
Reply-To: Danie Stockmann <dcstockm@UMICH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Danie Stockmann <dcstockm@UMICH.EDU>  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: allenbarton@mindspring.com  
Comments: cc: AAPORNET@ASU.EDU  
In-Reply-To: <410-220081041693311859@mindspring.com>  
Mime-Version: 1.0 (Apple Message framework v753.1)  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset=US-ASCII; delsp=yes; format=flowed

CNN, MSNBC, and Luntz all have conducted their own focus groups during the last presidential debate. I have been trying to find information on the web about the selection of participants, but unable to locate anything. Does anyone know about how focus group participants were selected?

Also, I am looking for more detailed transcripts / videos of the meetings than the short clips on youtube or news websites. If anyone knows about useful sources, I would be delighted to learn about them.

Danie

Daniela Stockmann  
Assistant Professor  
Department of Political Science  
Leiden University  
Wassenaarseweg 52  
2333 AK Leiden  
The Netherlands

On Oct 16, 2008, at 11:33 AM, Allen Barton wrote:

- > "Dial-testing" the second-by-second reactions of a group of people
- > to a
- > program, movie or other communication was invented in the 1930's by
- > Paul
- > Lazarsfeld and Frank Stanton, and reported in various chapters of
- > their
- > "Radio Research" series. It was used in connection with a group
- > interview
- > immediately after, in which those who created the squiggly lines
- > were asked
- > why their approval or liking the program went up and down when it
- > did. This
- > gave useful ideas especially when most of the group had the same
- > reaction.

> The "Lazarsfeld-Stanton Program Analyzer" results were not of  
> course based  
> on a random sample, but combined with the group interview they were  
> revealing of qualitative information on what particular parts of a  
> communication people liked or disliked. If the groups used during the  
> debates had a range of political opinions (Democrats, Republicans,  
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> fairly representative samples of "uncommitted" voters with "before and  
> after" opinions of the candidates (on several aspects) is particularly  
> useful in assessing reactions of the swing voters who will  
> determine the  
> outcome of the election. It continues the Columbia Broadcasting  
> tradition  
> of research which began with Stanton, in collaboration with  
> Lazarsfeld's  
> Office of Radio Research at Columbia (University) where I got my  
> own start  
> in research in 1947.

>  
> Allen Barton

>  
>

>> [Original Message]  
>> From: Leo Simonetta <Simonetta@ARTSCI.COM>  
>> To: <AAPORNET@ASU.EDU>  
>> Date: 10/15/2008 5:23:36 PM  
>> Subject: What Are Those Squiggly Lines on CNN Telling You?

>>  
>> What Are Those Squiggly Lines on CNN Telling You?

>>  
>> <<Picture (Device Independent Bitmap)>>

>>  
>> Viewers of the presidential debates on CNN have a novel feature on  
>> their  
>> screen -- a box at the bottom showing the real-time reactions of a  
>> focus  
>> group of undecided voters. Should we take it seriously?

>>  
>>  
>> <<Picture (Device Independent Bitmap)>>

>>  
>> Sam Boyd | October 15, 2008 | web only

>>  
>>  
>> [http://www.prospect.org/cs/articles?  
article=what\\_are\\_those\\_squiggly\\_line  
s\\_on\\_cnn\\_telling\\_you](http://www.prospect.org/cs/articles?article=what_are_those_squiggly_line_s_on_cnn_telling_you)  
>> or  
>> <http://tinyurl.com/5ysswn>

>>

>>  
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>> <<Picture (Device Independent Bitmap)>>  
>>  
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>>> screenwriter Nora Ephron at Huffington Post, "and yet my heart sank  
>> and rose according to it."  
>> The visual is the product of a focus-group technique known as  
>> dial-testing. Dial-testing relies on hand-held dials that can be  
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>> SNIP  
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>> SNIP  
>>  
>>  
>> --  
>> Leo G. Simonetta

>> Director of Research  
>> Art & Science Group  
>> 6115 Falls Road, Suite 101  
>> Baltimore, MD 21209  
>>  
>>  
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=====  
=====  
Date: Sat, 18 Oct 2008 16:26:51 -0400  
Reply-To: "Carolyn A. Eldred" <[celdred@SPRYNET.COM](mailto:celdred@SPRYNET.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Carolyn A. Eldred" <[celdred@SPRYNET.COM](mailto:celdred@SPRYNET.COM)>  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?  
Comments: To: Danie Stockmann <[dcstockm@UMICH.EDU](mailto:dcstockm@UMICH.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=response  
Content-Transfer-Encoding: 7bit

Even as I write here in the Washington, DC area, NPR (National Public Radio in the US) is doing a feature on this, on its show, "On the Media." Perhaps you can find it on NPR.org.

Carolyn Eldred

----- Original Message -----

From: "Danie Stockmann" <[dcstockm@UMICH.EDU](mailto:dcstockm@UMICH.EDU)>  
To: <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Sent: Saturday, October 18, 2008 11:17 AM  
Subject: Re: What Are Those Squiggly Lines on CNN Telling You?

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> Danie

> Daniela Stockmann  
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> Leiden University  
> Wassenaarseweg 52  
> 2333 AK Leiden  
> The Netherlands

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>>> To: <AAPORNET@ASU.EDU>  
>>> Date: 10/15/2008 5:23:36 PM  
>>> Subject: What Are Those Squiggly Lines on CNN Telling You?

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>>>  
>>> Sam Boyd | October 15, 2008 | web only

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>>> [http://www.prospect.org/cs/articles?  
article=what\\_are\\_those\\_squiggly\\_line  
s\\_on\\_cnn\\_telling\\_you](http://www.prospect.org/cs/articles?article=what_are_those_squiggly_lines_on_cnn_telling_you)  
>>> or  
>>> <http://tinyurl.com/5ysswn>

>>>  
>>> <<Picture (Device Independent Bitmap)>>

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>>> SNIP  
>>>  
>>> --  
>>> Leo G. Simonetta  
>>> Director of Research  
>>> Art & Science Group  
>>> 6115 Falls Road, Suite 101  
>>> Baltimore, MD 21209  
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=====  
Date: Sun, 19 Oct 2008 09:01:22 -0400  
Reply-To: Bruce S Gale <[bgale@LOUISVILLE.EDU](mailto:bgale@LOUISVILLE.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Bruce S Gale <[bgale@LOUISVILLE.EDU](mailto:bgale@LOUISVILLE.EDU)>  
Subject: Re: AAPORNET Digest - 17 Oct 2008 to 18 Oct 2008 (#2008-231)  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[AAPORNET%200810182100009855.8A01@LISTS.ASU.EDU](mailto:AAPORNET%200810182100009855.8A01@LISTS.ASU.EDU)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: quoted-printable

I seem to remember when CNN first did the squiggly lines, they weren't =  
shown in real time, but in an after-debate analysis presented by Bill =  
Schneider. At that time, a much larger panel (I seem to remember in =  
excess of 1000) entered their responses using the buttons on their home =  
telephones on a nine-point scale. They were instructed to tap a button =  
every few seconds to send their reactions. =20

( <http://www.lsoft.com> ) ( <https://lists.asu.edu/cgi-bin/wa?LIST=3DAAPORNE=T> )=20

AAPORNET Digest - 17 Oct 2008 to 18 Oct 2008 (#2008-231)Table of contents:  
What Are Those Squiggly Lines on CNN Telling You? ( #S1 ) (2)=20  
What Are Those Squiggly Lines on CNN Telling You?  
Re: What Are Those Squiggly Lines on CNN Telling You? ( cid:12717@LISTS.ASU=.EDU ) (10/18)  
From: Danie Stockmann <[dcstockm@UMICH.EDU](mailto:dcstockm@UMICH.EDU)>=20  
Re: What Are Those Squiggly Lines on CNN Telling You? ( cid:12718@LISTS.ASU=.EDU ) (10/18)  
From: "Carolyn A. Eldred" <[celdred@SPRYNET.COM](mailto:celdred@SPRYNET.COM)>

Browse the AAPORNET online archives. ( <https://lists.asu.edu/cgi-bin/wa?LIST=3DAAPORNET> )  
( <http://www.lsoft.com/products/listserv-powered.asp> )=20

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Bruce S. Gale  
Executive Director  
Urban Studies Institute  
School of Urban and Public Affairs=20

University of Louisville=20  
426 W. Bloom St. =20  
Louisville, Kentucky 40208  
(502) 852-8151 (Voice) =20  
(502) 852-4558 (Fax)  
bgale@louisville.edu

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=====  
Date: Sun, 19 Oct 2008 12:34:20 -0400  
Reply-To: "Pinkney, Wilford" <[WPinkney@GC.CUNY.EDU](mailto:WPinkney@GC.CUNY.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Pinkney, Wilford" <[WPinkney@GC.CUNY.EDU](mailto:WPinkney@GC.CUNY.EDU)>  
Subject: New York State Political Science Association Conference Call for  
Papers  
Comments: To: Bruce S Gale <[bgale@LOUISVILLE.EDU](mailto:bgale@LOUISVILLE.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
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## CALL FOR PAPERS AND PARTICIPATION

New York State Political Science Association

2009 Annual Conference

24-25 April

John Jay College - New York, NY

The New York State Political Science Association (NYSPSA) will hold its =  
63rd annual meeting 24-25 April at John Jay College in New York City. We =  
invite paper, panel, and roundtable submissions from academics, graduate =  
students, journalists, and practitioners.

The NYSPSA conference provides an excellent venue for established and =  
emerging scholars to share and discuss their work. We invite paper and =  
panel submissions from individuals working in political science and =  
associated disciplines such as history, philosophy, sociology, =  
psychology, gender studies, and economics.

NYSPSA awards \$250 to the best conference student paper and \$500 for the =  
best faculty/practitioner paper.

Proposals for papers, panels, and roundtables or to serve as a chair =  
and/or discussant must be submitted by December 1, 2008 through the =  
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<<https://wa.gc.cuny.edu/exchweb/bin/redir.asp?URL=3Dhttps://wa.gc.cuny.edu/exchweb/bin/redir.asp?URL=3Dhttp://www.nyspsa.org/>> >

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#### Program Chair

Roddrick Colvin. John Jay College of Criminal Justice, Department of =  
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[rcolvin@jjay.cuny.edu](mailto:rcolvin@jjay.cuny.edu)<<mailto:rcolvin@jjay.cuny.edu>>

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#### Teaching and Learning

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ryoung@oswego.edu<mailto:ryoung@oswego.edu>

#### Women and the Law

#### Women and the Law

Christina Greer, Smith College, 10 Prospect St #106, Northampton, MA =  
01063, 413-585-3559

cgreer@email.smith.edu<mailto:cgreer@email.smith.edu>

#### Hotel Information

The conference does not have specific accommodations. Therefore =  
conference attendees will be required to make an off-site reservation in =  
New York City. Below is a list of hotels near John Jay College.

Holiday Inn New York City-Midtown-57th Street

Distance to John Jay: 0.10 mi / 0.16 km

Hudson

Distance to John Jay: 0.15 mi / 0.24 km

Empire Hotel

Distance to John Jay: 0.22 mi / 0.35 km

Mandarin Oriental, New York

Distance to John Jay: 0.22 mi / 0.35 km

National at Park Towers

Distance to John Jay: 0.24 mi / 0.39 km

West Side YMCA

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With the Hudson River greenway to our West, Central Park to our east, =  
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Jay's buildings stretches along 10th Avenue, is dotted with dozens of =  
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Century transportation and shopping hub. For the price of a MetroCard, =  
conference attendees can visit the Cloisters, the Coney Island boardwalk =  
and Greenwich Village.

New York State Political Science Association

2009 Annual Conference

24-25 April

John Jay College - New York, NY

++++

Roddrick Colvin

Assistant Professor/Deputy Chair

John Jay College of Criminal Justice

Department of Public Management

445 West 59th Street

New York, NY 10019

212.237.8850

<http://web.jjay.cuny.edu/rcolvin/> =  
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From: AAPORNET on behalf of Bruce S Gale  
Sent: Sun 10/19/2008 9:01 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: AAPORNET Digest - 17 Oct 2008 to 18 Oct 2008 (#2008-231)

I seem to remember when CNN first did the squiggly lines, they weren't =  
shown in real time, but in an after-debate analysis presented by Bill =  
Schneider. At that time, a much larger panel (I seem to remember in =  
excess of 1000) entered their responses using the buttons on their home =  
telephones on a nine-point scale. They were instructed to tap a button =  
every few seconds to send their reactions.=20

( <http://www.lsoft.com> <<http://www.lsoft.com/>> ) ( =  
<https://lists.asu.edu/cgi-bin/wa?LIST=3DAAPORNET> )

AAPORNET Digest - 17 Oct 2008 to 18 Oct 2008 (#2008-231)Table of =  
contents:

What Are Those Squiggly Lines on CNN Telling You? ( #S1 ) (2)

What Are Those Squiggly Lines on CNN Telling You?

Re: What Are Those Squiggly Lines on CNN Telling You? ( =  
cid:12717@LISTS.ASU.EDU ) (10/18)

From: Danie Stockmann <[dcstockm@UMICH.EDU](mailto:dcstockm@UMICH.EDU)>

Re: What Are Those Squiggly Lines on CNN Telling You? ( =  
cid:12718@LISTS.ASU.EDU ) (10/18)

From: "Carolyn A. Eldred" <celdred@SPRYNET.COM>

Browse the AAPORNET online archives. ( =  
<https://lists.asu.edu/cgi-bin/wa?LIST=3DAAPORNET> )  
( <http://www.lsoft.com/products/listserv-powered.asp> )

Bruce S. Gale  
Executive Director  
Urban Studies Institute  
School of Urban and Public Affairs  
University of Louisville  
426 W. Bloom St.=20  
Louisville, Kentucky 40208  
(502) 852-8151 (Voice)=20  
(502) 852-4558 (Fax)  
bgale@louisville.edu

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=====  
Date: Sun, 19 Oct 2008 12:51:30 -0400  
Reply-To: Doug Henwood <dhenwood@PANIX.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Doug Henwood <dhenwood@PANIX.COM>  
Subject: funding sources?  
Comments: To: aapornet aapornet <aapornet@asu.edu>  
Content-Type: text/plain; charset=US-ASCII; format=flowed; delp=yes  
Content-Transfer-Encoding: 7bit  
Mime-Version: 1.0 (Apple Message framework v929.2)

My wife and fellow journalist Liza Featherstone wants to do a book on what Americans want/expect from their government, using focus groups and maybe custom polling. (She's got a publisher lined up already.) An experienced leader of consumer research focus groups has drawn up a budget for focus groups in 16 cities for about \$200,000. Does this sound reasonable to experienced public opinion researchers? And does anyone know of foundations that might help support this sort of work?

Doug Henwood



Producer, Behind the News  
Thursdays, 5-6 PM, WBAI, New York 99.5 FM  
Saturdays, 10-11 AM, KPFA, Berkeley 94.1 FM  
"best music on a show about economics & politics" - Village Voice

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Reply-To: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Subject: Re: funding sources?  
Comments: To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[A97942B1-FF26-437B-A865-FE138B262D95@panix.com](mailto:A97942B1-FF26-437B-A865-FE138B262D95@panix.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

\$200k should buy roughly 60-75 focus groups due to 1) low recruiting costs (this would be an easy, high incidence recruit: American adults), 2) low analysis costs (Liza, not the moderator, will essentially be doing much of the analysis herself), and 3) the efficiencies of doing high volume of interviews. Specifically, for these reasons, the cost per group should come down to roughly \$3k - \$3.5k each. I give a unit cost since you mentioned 16 cities and an overall budget -- but not the number of interviews.

A few other thoughts Doug:

- o Incomplete sampling: This sampling plan (16 cities) will produce a segmentation study of URBAN and suburban Americans -- not a cross-sectional study of all Americans. There is a simple solution to this if you wish to contact me offline.
- o Overkill sample size: n=75 focus groups will produce roughly 150 hours of qualitative data. Ho-ly Kat-zen-jammer. Analyzing even 15-25 hours of such

data (with any rigor) is sufficiently demanding to cost the analysis an IQ point or 2 (only a mild exaggeration). This ocean of data will also produce such redundancies as to give Liza a strong conviction that she is standing on solid ground. But you could hit that same critical mass of redundancy with far fewer hours of data.

o Recommendation: Lead with a qualitative phase that uses perhaps a third of the planned \$200K. Use the qualitative findings in part to create survey questionnaire that truly meets Americans where they are at (i.e. isolates, then crystalizes the underlying issues so that you can ask questions which Americans (not just researchers) actually find meaningful).

Next, divert the balance of the qualitative budget to a large sample, somewhat non-traditional survey study. Large sample, so that Liza can produce 1) RELIABLE conclusions (a large representative sampling), as well as 2) DETAILED findings (with a quantitative emphasis on segmentation -- i.e. 'When you boil it down, American attitudes fall into (e.g. 5) basic clusters: A, B, C, D, E. In turn, those holding attitudes A are characterized by these demographics, psychographics,' etc etc.).

Importantly, to enrich this statistical approach with something accessible to a wide, general group of readers, add a number of open-ended questions to what is otherwise a cross-sectional segmentation quantitative study. This is what is meant by a "somewhat non-traditional survey study." THAT data from open-ends will give Liza 3) INSIGHTFUL findings -- the real grist because it will be representative of Americans (given the probability sampling plan) -- yet also rich.

Hope this helps.

Best,  
R2

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood  
Sent: Sunday, October 19, 2008 10:52 AM  
To: AAPORNET@ASU.EDU  
Subject: funding sources?

My wife and fellow journalist Liza Featherstone wants to do a book on what Americans want/expect from their government, using focus groups and maybe custom polling. (She's got a publisher lined up already.) An experienced leader of consumer research focus groups has drawn up a budget for focus groups in 16 cities for about \$200,000. Does this sound reasonable to experienced public opinion researchers? And does anyone know of foundations that might help support this sort of work?

Doug Henwood  
Producer, Behind the News  
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Date: Mon, 20 Oct 2008 12:56:11 +0200  
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Edith de Leeuw <edithl@XS4ALL.NL>  
Subject: web surveys and other self administered questionnaires  
Comments: To: AAPORNET@ASU.EDU  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"; format=flowed

Dear friends

(with the usual apologies for cross-posting)

I am struggling with the following problem:  
The new ISO-20252 for market, opinion, and social research states (4.4.3)  
Pre testing questionnaires the following: A pretest shall be carried out if  
the client or the research service provider consider it necessary, as well  
as for all self-completion questionnaires. If there is a pre test their  
findings and their implications shall be documented.  
(bold was added by me).

Web-or Internet surveys are self-completion. So this implies that  
all questionnaires for Internet/web surveys should be pre tested.

The same ISO-20252 states in terms and definition (section 2.38) that  
pre-testing questionnaires is " small scale tests to check the performance  
of the questionnaire before embarking on full scale fieldwork"

It appears that the standard technical functionality test (are routings, jumps etc correct) is not enough.

What is considered pre testing for SAQ? and especially for a web questionnaire?

In the literature on pre testing many methods are being named from very informal, ask a colleague to very formal cognitive interviews (interaction coding is not feasible with SAQ, no interviewer).

Are formalized expert evaluations enough together with a technical functionality check? Should there be cognitive interviews, and/or usability checks? Should there be a pilot-type pre-launch (the Internet survey is sent to say 10% of the sample, after one day the data are checked, and in the worst case scenario the questionnaire is adapted, in the best case nothing is changed), followed by the launch of the web survey after say a day? Like the 10-percent check in the old days with large telephone surveys?

I really appreciate all thoughts and comments on this.  
Of course I will summarize the replies for the list-users :-)

Warmest regards from Amsterdam

Edith de Leeuw

Dr. Edith D. de Leeuw  
Department of Methodology and Statistics  
Faculty of Social and Behavioural Sciences  
Utrecht University

e-mail edithl@xs4all.nl

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=====  
Date: Mon, 20 Oct 2008 11:26:15 -0400  
Reply-To: "Edward P. Freeland" <efreelan@PRINCETON.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Edward P. Freeland" <efreelan@PRINCETON.EDU>  
Subject: "The 2008 Presidential Election: Can the State Polls be Trusted?"  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

On October 7, the New York and New Jersey chapters of AAPOR co-sponsored a panel discussion on state polling for the 2008 presidential election. The panel included Christopher Achen, Associate Chair of the Department of Politics at Princeton University; Larry Hugick, Chairman of Princeton

Survey Research Associates International; Andrew Gelman from the Departments of Statistics and Political Science at Columbia University; and Joe Lenski, Executive Vice President and Co-Founder of Edison Media Research.

=20

A recording of the event is available on YouTube at: [http://www.youtube.com/watch?v=3Df\\_rDfteSK6c](http://www.youtube.com/watch?v=3Df_rDfteSK6c)

=20

Ed Freeland

=20

=20

=20

Edward P. Freeland, Ph.D.

Associate Director

Survey Research Center

Princeton University

169 Nassau St

Princeton NJ 08542-7007

Ph 609.258.1854

Fax 609.258.0549

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Reply-To: Jeanie Harper <[JHarper@GOAMP.COM](mailto:JHarper@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jeanie Harper <[JHarper@GOAMP.COM](mailto:JHarper@GOAMP.COM)>  
Subject: Job Posting  
Comments: To: "[aapornet@asu.edu](mailto:aapornet@asu.edu)" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
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SURVEY RESEARCH ANALYST

Child Trends, founded in 1979, is a nonprofit, nonpartisan research organization dedicated to improving the lives of children by conducting research a=

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#### General Description:

Child Trends has an opening for a Survey Research Analyst responsible for conducting social science research projects under the general direction of senior staff. The analyst will be responsible for the selection and application of various data collection techniques; development of data collection instruments and field procedures; and participate in and oversee data collection and analysis and writing of results.

#### Typical Duties and Responsibilities:

- \* Works independently and conducts all phases of data collection including: design and development of questionnaires, instruments or protocols; item development and testing; sample design and management; recruitment and screening of participants; training of junior project members; field procedures; data quality; etc.
- \* Analyzes and interprets data and identifies patterns from data collected through surveys, qualitative interviews, observational data, cognitive interviews or focus groups.
- \* Prepares reports and presentations.
- \* Supervises and assigns work to research assistants and support staff. May train interviewers or data users.
- \* Acts as liaison with data collection subcontractors.
- \* Develops IRB materials and oversees data security and confidentiality procedures.
- \* Uses SAS, Stata and other statistical software to analyze data and perform data cleaning, variable creation, and recoding.

#### Qualifications:

- =A7 Masters degree plus 2 years experience, or BA degree plus 5 years experience in appropriate discipline such as Survey Methods; Sociology; Cognitive or Developmental Psychology; Demography.
- =A7 Demonstrated proficiency, experience, and training in survey research methods.
- =A7 Familiarity with various interview and data collection techniques such as standardized interviewing; cognitive interviewing; qualitative semi-structured interviews; site visits; focus groups; and/or observational data collection.
- =A7 Proven organizational and project management skills.
- =A7 Excellent oral and written communication skills.
- =A7 Proficiency with SAS, SPSS and/or Stata is highly desirable.

#### How to Apply:

Please upload your resume with a cover letter, salary requirements, transcripts, writing sample, and list of three professional references at <http://resumes.childtrends.org> referencing "Survey Research Analyst" in the cover letter. Alternatively, please email your application to [hr@childtrends.org](mailto:hr@childtrends.org) with Survey Research Analyst in the subject line, or mail it to: HR Manager, Child Trends, 4301 Connecticut Ave., NW, Suite 350, Washington, DC 20008. NO PHONE CALLS, PLEASE! Child Trends is an Equal Opportunity and Affirmative Action Employer.

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Date: Mon, 20 Oct 2008 22:14:36 -0400  
Reply-To: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: B2B Focus Group Incentives - London  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Advice on recent experience with focus group incentives (a two-hour session) for mid-level corporate managers in London would be appreciated. I'm thinking about both the monetary value and, possibly, ways around the currency issue for non-locals who like to keep things simple. Thanks. JIM

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

[www.jpmurphy.com](http://www.jpmurphy.com)

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Subject: Politico: News outlets sweat over exit poll accuracy  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

News outlets sweat over exit poll accuracy

By: David Paul Kuhn=20

Several new variables, ranging from Obama supporters' zeal to race to early voting, cause concern among media and the survey conductors.=20

<http://www.politico.com/news/stories/1008/14778.html>  
<<http://www.politico.com/news/stories/1008/14778.html>>=20

=20

Cheers,  
Howard Fienberg =20

Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research

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Date: Tue, 21 Oct 2008 12:28:55 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: A week long series on Polling  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

With some very familiar names

=20

<http://tpmcafe.talkingpointsmemo.com/special-features/>

=20

=20

--=20



Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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Date: Tue, 21 Oct 2008 15:11:08 -0500

Reply-To: "Pulley, Leavonne" <[PulleyLeavonne@UAMS.EDU](mailto:PulleyLeavonne@UAMS.EDU)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Pulley, Leavonne" <[PulleyLeavonne@UAMS.EDU](mailto:PulleyLeavonne@UAMS.EDU)>

Subject: Low literacy question

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[EBB357A981C6244BB305BDFDB36BE6BD010F5D4F5F40@SILICON.goAMP.com](mailto:EBB357A981C6244BB305BDFDB36BE6BD010F5D4F5F40@SILICON.goAMP.com)>

MIME-Version: 1.0

Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 8bit

Dear Colleagues,

I am involved in designing a CAPI survey to be used with mixed (low to mid) literacy respondents. Some of the questions are phrased in the original for self-administration as "I" statements. I believe that these QUESTIONS will be better understood when read in the second person as a "You" statement as is usually done in interviewer administered surveys.

Here is where my question starts. We plan to use response option cards for those who CAN use them, to aid in administration (as usual, the survey is too long - I'm not the PI).

I believe (based on experience with low literacy audiences) that the respondents will better understand the intent of the RESPONSE OPTION CARDS if they are phrased in the first person ("Not at all like me", "Somewhat like me" etc.).

Again, based on my experience, when the response are to be READ to those respondents who are not able to use the response cards, that it will be easier for them to understand the response options if they are read as "You" responses.

Before I steer my colleagues wrong, do any of you have experience or literature to suggest whether or not this is a good strategy? Or do you have any alternatives to suggest? You may reply to me off-line and I will compile

and circulate to the group in a week or so. Thanks in advance!!

LeaVonne Pulley, Ph.D.  
Associate Professor  
Health Behavior and Health Education  
FWB College of Public Health  
University of Arkansas for Medical Sciences  
4301 W. Markham, #820  
Little Rock, AR 72205-7199  
501-526-6698  
501-526-6709 (fax)

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=====  
Date: Tue, 21 Oct 2008 16:40:54 -0400  
Reply-To: "Huffmon, Scott" <[huffmons@WINTHROP.EDU](mailto:huffmons@WINTHROP.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Huffmon, Scott" <[huffmons@WINTHROP.EDU](mailto:huffmons@WINTHROP.EDU)>  
Subject: Polling Roundtable at the Southern Political Science Association  
Meeting in Jan.

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

I am trying to gauge the interest in a roundtable at the Jan. 2009 =  
meeting of the Southern Political Science Assn Meeting on the =  
ins-and-outs, nuts-and-bolts, [insert other clich=E9 here] of doing =  
polling/survey research in the South.

=20

If you are attending the SPSA conference in New Orleans this coming Jan, =  
please email me directly to let me know if you are interested. I'd like =  
to get a general count. Be sure to let me know if you are also =  
affiliated with a center/institute/lab that actually DOES polling in the =  
South.

=20

My email is: [huffmons@winthrop.edu](mailto:huffmons@winthrop.edu)

=20

Thanks!

=20

--Scott

=20

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=20

Scott H. Huffmon, Ph.D.

Associate Professor of Political Science

Director, Social & Behavioral Research Lab

Winthrop University

Rock Hill, SC 29733

Phone: (803) 323-4669

Fax: (803) 323-2568

website: <http://faculty.winthrop.edu/huffmons/> =

<<http://faculty.winthrop.edu/huffmons/>> =20

=20

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=====  
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Date: Tue, 21 Oct 2008 16:46:41 -0400

Reply-To: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>

Subject: Job Opportunity - Customer Loyalty practice

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

MIME-Version: 1.0

Content-Type: text/plain; charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

Company Description - A Unique Opportunity

=20

This is an opportunity to get in on the ground floor of a company with =  
an industry changing business.=20

=20

We are a brand new, full-service, B2B research firm with 100+ employees, =  
and are seeking experienced research professionals to lead our marketing =  
and business strategy research efforts with clients.=20

=20

Our parent company, Satyam (NYSE listing SAY), is one of the largest =  
information technology professional service firms in the world. Our =  
clients are located throughout the globe and include 100s of U.S. =  
Fortune 500 companies.

=20

Currently, we are working onsite in Peoria, Illinois with one of the =  
largest US manufacturing clients (Caterpillar Inc.) under a long term =  
commitment.=20

=20

Successful candidates will be supported by an array of talent including =  
our 100+ staff of market research professionals in addition to backing =  
by a 60,000 employee company. The parent company provides substantial =  
resources with a 5,000 business intelligence group staff, a large =  
knowledge process outsourcing group, and a range of other professionals. =  
We intend to revolutionize the market research industry by building a =  
global market research firm dedicated to delivering superior client =  
insights, aided by an enormous pool of offshore talent, and coupled with =  
powerful decision support technologies which integrate disparate =  
information that will simplify the use of strategic information.=20

=20

Further information: =  
(<http://www.prlog.org/10065722-satyam-acquires-caterpillar-market-research-and-customer-analytics-operations.html>)

=20

Company website: [www.satyam.com](http://www.satyam.com)

=20

We are presently looking to fill a key full-time, permanent position.

=20

HEAD OF CUSTOMER LOYALTY PRACTICE

=20

Job Description: =20

This is a senior research professional who will be responsible for consulting with clients on customer loyalty and satisfaction. Our client is a major manufacturing company with an extensive customer loyalty and satisfaction program that will be expanding greatly. The successful candidate will be responsible for managing the entire loyalty program in addition to being the key thought leader of the loyalty practice at our firm. This is a key position within our group and is responsible for working with executives, who often run billion dollar businesses, to assist them in developing research-based solutions for their strategic decision support needs. This position will work closely with clients to develop solutions, manage the research process, and deliver insights that will help shape a multi-billion dollar company. The position requires candidates with exceptional presentation and client management skills in addition to a command of market research knowledge.=20

=20

Job Requirements, Responsibilities & Qualifications include:=20

- . Strong experience of customer loyalty and satisfaction research/management=20
- . Demonstrated knowledge of customer loyalty through prior work and publishing=20
- . Exceptional client management capability including experience working with senior executives=20
- . Strong communication skills including a strong command of English; fluency or functional capacities in additional languages a plus=20
- . B2B research experience preferred=20
- . Manufacturing industry experience a strong plus=20
- . At least 7 years of market research experience=20
- . Experience designing survey instruments, managing research projects, presenting research results, and writing reports=20
- . Strong analytical skills including good facility with statistics and research design=20
- . Strong problem solving skills along with the creativity and initiative to devise alternative solutions to project/client demands.
- . Detail-orientated with a high degree of professionalism, confidentiality, and an excellent work ethic=20
- . Comfort working on a team and/or independently=20
- . Ability to work effectively in global, multi-cultural environments
- . Effective time management skills with an ability to work under pressure and tight deadlines while managing multiple research activities and projects

- . Proactively execute business strategies=20
- . Ability to travel domestically and internationally, when necessary=20
- . Proficiency with statistical analysis software, such as SPSS = (preferred) or SAS, and MS Office products. Familiarity and experience = with web interviewing tools such as Sawtooth and HTML are desirable.
- . Advance degree is strongly preferred=20

=20

Compensation includes a benefits package plus a competitive salary = commensurate with the successful candidate's professional experience and = credentials

=20

Interested candidates (principals only) should respond via e-mail with a = subject line reading "Customer Loyalty". Please attach a = r=E9sum=E9/vita (Word or PDF file please) and including a narrative = expressing interest. Address e-mails to:

Jonathan E. Brill, Ph.D.  
3 Oak Ridge Court  
Voorhees, New Jersey 08043  
Home: 856.772-9080  
Office: 856.772-9030  
E-mail: jonathan.brill.wh82@wharton.upenn.edu  
Fax: 775.898-2651

View my professional profile:  
<http://www.linkedin.com/in/jonathanbrill>

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=====  
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Date: Tue, 21 Oct 2008 17:07:37 -0400  
Reply-To: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <[pxm1@CDC.GOV](mailto:pxm1@CDC.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <[pxm1@CDC.GOV](mailto:pxm1@CDC.GOV)>  
Subject: Job Opening  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
Comments: cc: "Cox, Patrick (CDC/CCHP/NCCDPHP) (CTR)" <[plc6@CDC.GOV](mailto:plc6@CDC.GOV)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: quoted-printable

Northrop Grumman

Senior Statistician

Put your years of experience into a future of excellence... Northrop Grumman Information Technology (NGIT) sector is seeking a Senior Survey Statistician to join our team in defining the future. This position will be located in Atlanta, Georgia (USA). =20

The qualified applicant will become part of Northrop Grumman's partnership with the Centers for Disease Control (CDC) & CDC Foundation. The CDC Foundation has been designated as one of the five coordinating partners for the Michael R. Bloomberg's recently announced initiative to reduce tobacco use in low and middle income countries. As part of this initiative, the CDC Foundation will partner with the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and the Johns Hopkins Bloomberg School of Public Health (JHBSPH) to develop a rigorous system to monitor the status of global tobacco use and tobacco-free programs through the Global Tobacco Surveillance System (GTSS). The GTSS comprises the Global Youth Tobacco Survey (GYTS), the Global School Personnel Survey (GSPS), the Global Health Professions Students Survey (GHPSS) and the Global Adult Tobacco Survey (GATS). The position will focus on providing senior survey and statistical expertise toward the development of a standard GATS protocol and implementation of GATS (household survey) in 16 high burden low-and middle income countries. This position is located in the Global Tobacco Control Program, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Centers for Disease Control and Prevention, Atlanta, GA. The position will be funded through the CDC Foundation.=20

The purpose of this position is to provide leadership and direction in the development, management, and implementation of sample surveys, statistical and demographic research and scientific activities related to tobacco use and surveillance activities that focus on tobacco-related behavior and attitudes in an international setting. The incumbent has survey research experience and applies expertise in demography, statistics, and epidemiology to the design and implementation of sample surveys in the 16 countries. Incumbent plans, collaborates and facilitates the implementation of tobacco use prevalence and related indicators internationally and works closely with high-ranking members of the Ministries of Health and WHO offices and partners in these countries.

#### Roles and Responsibilities:

- \* Serve as a consultant and an advisor on international data collection projects utilizing sample survey and studies that encompass a wide range of advanced topics including statistical methods, research, and study design. Matters for which consultation is provided include: demography, statistics, survey research, and sociology in the design and development of research and evaluation studies related to both international and domestic activities.

- \* Provide consultation to international health and population agencies, such as WHO, national governments, ministries of health, statistics and education, non-governmental organizations and academic

institutions to facilitate the implementation of GATS. The incumbent collaborates internally and externally with public health experts to ensure that valid research findings are disseminated and applied to tobacco control activities.

- \* Assist in the writing of comprehensive statistical reports that include analysis, evaluation, and resolutions of tobacco control issues. Collaborate with analysts and statisticians in international settings to develop joint analyses and publications. Give presentations on survey findings and methodological and statistical approaches to working with large data sets at national and international conferences. Prepares statistical reports, graphs, charts, tables, and narrative material to be used in publishing the surveys and results of studies and in giving oral and poster presentations

#### Minimum Qualifications:

To be considered for this position, you must minimally meet the knowledge, skills, and abilities listed below:

- \* The successful candidate will have a Ph.D. in statistics, biostatistics, demography, epidemiology, public health, or related field.
- \* We are looking for an individual with a strong surveillance (e.g., survey statistics, demography, and epidemiology) experience including scientific data analysis and report writing skills with extensive experience (3-5 years) conducting all aspects of household-based survey data collection
- \* Specific experience should include development of sampling frames, management of data collection teams, designing complex population-based samples, management of data entry and quality control staff, and other relevant experience conducting field work in international settings.
- \* Additional analytical and technical skills include advanced knowledge of SAS, STATA, SPSS, SUDAAN, and other statistical, sampling, data management and data entry software.
- \* The successful candidate will have experience in a role requiring complex internal and external organizations, as well as demonstrated ability to work with efficiency and diplomacy, flexibility and as part of a team effort and ability to travel up to 30% internationally.

#### Preferred Qualifications: =20

Candidates with these desired skills will be given preferential consideration:

- \* Foreign language ability, field experience, and handheld data collection experience are desirable.
- \* The ideal candidate will also have lived and worked in developing countries and have appreciation of other cultures.

This position is contingent upon contract award, budget, and/or customer approval. Northrop Grumman IT will consider qualified college graduates, regardless of age.

This is not a telecommute or teleworking opportunity.

=20

=20



FOR MORE INFORMATION PLEASE CONTACT:

Patrick W. Cox

Northrop Grumman Information Technology

678-530-8917

Patrick.Cox@NGC.COM

=20

Or apply directly at the Northrop Grumman Webpage:

<http://www.northropgrumman.com/index.html>

Select Careers then Job Search and enter 63063 into the keyword field

=20

Peter

=20

=20

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Date: Wed, 22 Oct 2008 10:31:01 -0400

Reply-To: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>

Subject: Early voting and the exit polls

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

Mime-Version: 1.0 (Apple Message framework v929.2)

Content-Type: text/plain; charset=US-ASCII; format=flowed; delp=yes

Content-Transfer-Encoding: 7bit

Has there been any discussion about how early voting will affect the representativeness of the exit polls? Will these voters be accounted for in some way? And if not will the exit polls still be representative of the voting population?

I'm just curious.

Daniel Cox

Research Director

Public Religion Research

Phone: 202-435-0278

Email: [dcox@publicreligion.org](mailto:dcox@publicreligion.org)

[www.publicreligion.org](http://www.publicreligion.org)

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=====  
Date: Wed, 22 Oct 2008 10:53:30 -0400  
Reply-To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Subject: Few recent pieces critical of polling  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Some recent interesting coverage:

=20  
How Many Polls Does It Take To Screw Up An Election?  
<[http://www.tnr.com/story\\_print.html?id=3Da3894827-4373-4f9b-a0e9-ebbc880375](http://www.tnr.com/story_print.html?id=3Da3894827-4373-4f9b-a0e9-ebbc880375)>

- M. Crowley, The New Republic  
[http://www.tnr.com/story\\_print.html?id=3Da3894827-4373-4f9b-a0e9-ebbc880375](http://www.tnr.com/story_print.html?id=3Da3894827-4373-4f9b-a0e9-ebbc880375)

=20  
Are the Polls Accurate?  
<<http://online.wsj.com/article/SB122463210033356561.html>> - Michael Barone, Wall Street Journal  
<http://online.wsj.com/article/SB122463210033356561.html>

=20  
Tom Bradley Didn't Lose Because of Race - Sal Russo, Wall Street Journal  
<http://online.wsj.com/article/SB122446015501248689.html>

=20  
Cheers,  
Howard Fienberg  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research  
[hfienberg@cmor.org](mailto:hfienberg@cmor.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.cmor.org>

<<http://www.cmorhttp://www.linkedin.com/in/howardfienberg.org>> =20  
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Date: Wed, 22 Oct 2008 11:19:17 -0400  
Reply-To: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>  
Subject: Re: Early voting and the exit polls  
Comments: To: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=response  
Content-Transfer-Encoding: 7bit

I have an interesting anecdotal observation to share that is relevant to this question.

Having agreed to start a new job next Monday which will have me traveling and out of town on Election Day, yesterday I went to an administrative office in my county of residence to vote via an absentee ballot. To my amazement, there were about 20 others there doing the same thing during the hour I was there.

Because I am kind of an annoying Chatty Cathy by nature, I struck up many conversations while waiting to be called for my chance to privately fill out my absentee ballot. To my amazement, my one on one conversations turned into a defacto focus group among everyone waiting and I learned that nobody who was voting who was there other than me was going to be out of town on Election Day. Rather, every single one of them were there filling out a paper absentee ballot because they do not trust electronic voting machines without hard copy paper receipt back-ups! (Paper receipt voting machines are not used in New Jersey at the present time.)

The county clerks there told me that this kind of absentee ballot turnout has been going on for about 10 days now and is expected to continue for another week. I was there for 1 hour, and it goes on for about 7 hours each day. There are three such county offices in my county, which has an average population among the 21 counties in New Jersey. If that is typical for the 21 counties in New Jersey, this works out to be about 450 voters per county per day not trusting electronic voting machines who vote but do not show up at the polls. If you multiply this by the 15 days that this kind of show rate is reported to occur, this means that there are 6,725 such voters in each of the 21 counties on average or approximately 140,000 such voters in New Jersey. With a population of approximately 8.4 million people (including children ineligible to vote), that is a not inconsequential proportion of the total number of people who vote - I conservatively estimate it to be 3 to 4% of all voters! (To arrive at this estimate, I have assuming 75% are of voting age and a whopping 2/3 of them vote.)

Thus, this phenomena of electronic voting machine avoiding voters, if for real, would seem to present a threat to exit poll sample validity and could

affect the predictive accuracy of exit polls in a closely contested election.

Comments?

Regards,  
Joanthan

Jonathan E. Brill, Ph.D.  
3 Oak Ridge Court  
Voorhees, New Jersey 08043  
Home: 856.772-9080  
Office: 856.772-9030  
E-mail: jonathan.brill.wh82@wharton.upenn.edu  
Fax: 775.898-2651

View my professional profile:  
<http://www.linkedin.com/in/jonathanbrill>

----- Original Message -----

From: "Dan Cox" <dcox@PUBLICRELIGION.ORG>  
To: <AAPORNET@ASU.EDU>  
Sent: Wednesday, October 22, 2008 10:31 AM  
Subject: Early voting and the exit polls

> Has there been any discussion about how early voting will affect the  
> representativeness of the exit polls? Will these voters be accounted for  
> in some way? And if not will the exit polls still be representative of  
> the voting population?

>  
> I'm just curious.

>  
> Daniel Cox  
> Research Director  
> Public Religion Research  
>  
> Phone: 202-435-0278  
> Email: dcox@publicreligion.org  
> www.publicreligion.org

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Date: Wed, 22 Oct 2008 11:22:19 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: A story on polling (from the future?)  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
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Survey Says... by Michael Crowley  
How many polls does it take to screw up an election?  
Post Date Wednesday, November 05, 2008

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At three o'clock on the afternoon of Wednesday, September 24, John McCain announced a bold move. He was suspending his campaign and rushing back to Washington to deal with the escalating financial crisis, even if it meant skipping a scheduled debate with Barack Obama that Friday night. The McCain campaign heralded the ploy as evidence that its man was a decisive leader who would put duty to his country above partisan politics.

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But the move ran into instant p.r. trouble. Barely two hours after McCain's announcement, a snap poll appeared in the inboxes of reporters and political activists. A majority of Americans felt the debate should go ahead as planned, while just 10 percent thought it should be postponed. By 5:17 p.m., the poll had been posted on the popular liberal blog Talking Points Memo under the headline AMERICANS RESPOND TO MCCAIN STUNT. Before Republicans could even spin on the prime-time airwaves, the poll laid the foundation for an insta-consensus that McCain's move was a politically motivated stunt that wasn't fooling anyone.

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SNIP

<http://www.tnr.com/politics/story.html?id=3Da3894827-4373-4f9b-a0e9-ebbc8=8036375>

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Leo G. Simonetta

Director of Research

Art & Science Group

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Date: Wed, 22 Oct 2008 11:33:43 -0400  
Reply-To: [scheuren@AOL.COM](mailto:scheuren@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Fritz Scheuren <[scheuren@AOL.COM](mailto:scheuren@AOL.COM)>  
Subject: Re: Early voting and the exit polls  
Comments: To: [dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[949D3F7F-C036-4985-8D0E-54F6A081F7F5@publicreligion.org](mailto:949D3F7F-C036-4985-8D0E-54F6A081F7F5@publicreligion.org)>  
Content-Transfer-Encoding: 7bit  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"; format=flowed

Dear Daniel:

From what I have seen/heard the growing use of telephone surveys for early voters will be set up properly; but there will be differences in the nature of the nonsampling errors over what arises with exit polls.

In some locations, public lists of early voters can be the starting point, so efficiencies are possible over RDD. We are using this approach in Franklin County, Ohio (Columbus). We will report on that to all interested later.

Bless you, Fritz  
202-320-3446

-----Original Message-----

From: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Sent: Wed, 22 Oct 2008 10:31 am  
Subject: Early voting and the exit polls

Has there been any discussion about how early voting will affect the representativeness of the exit polls? Will these voters be accounted

for in some way? And if not will the exit polls still be representative of the voting population?

I'm just curious.

Daniel Cox

Research Director  
Public Religion Research  
Phone: 202-435-0278  
Email: dcox@publicreligion.org  
www.publicreligion.org

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=====  
Date: Wed, 22 Oct 2008 08:50:21 -0700  
Reply-To: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
Subject: Re: Early voting and the exit polls  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[001201c93459\\$8d229f80\\$6564a8c0@core.umdj.edu](mailto:001201c93459$8d229f80$6564a8c0@core.umdj.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

One of the things Dr. Brill is pointing out is that absentee/early voting is not being used in the same way as they were "back in the day". State laws used to be along the lines that absentee voting was only allowed if you had a physical infirmity or were truly going to be absent on election day. As these laws were relaxed the number of absentees increased, and anecdotal evidence suggests the Republican party used this as part of their voter turnout strategy while the Democratic party

did not. When Deukmajian ran against Bradley this bias was in full bloom.

Now, well, not so much. I'm not sure about the rest of the state, but in my county (San Mateo, the county immediately south of San Francisco) you are allowed to acquire permanent absentee ballot status, no questions asked. That means they automatically send you an absentee ballot for every election, and this continues as long as you vote (i.e., if you skip an election you get de-registered). Consequently, my household, and thousands of others, have already voted. The last estimate I heard for San Francisco was that they expect less than 40% of the people who vote in this election to actually vote ON election day.

My guess is that the absentee/early voter turnout is more balanced party-wise, so some of what occurred in the Deukmajian-Bradley election is unlikely to occur now. Moreover, as fewer and fewer people actually vote on election day, exit polls become increasingly less representative of the voters in that election. In my mind that suggests that the post-exit poll adjustment to the actual election results may not be a correct adjustment. What you probably need to do is a bunch of post-election polling to find out who voted absentee/early and who voted (demographically-speaking) on election day, and then use that to inform the adjustment of the exit polls to the election results.

Of course, that would screw up the instant analysis on election night that networks seem to think is a requirement. That's not necessarily wrong if the people using the numbers would simply acknowledge the limitations of their data (e.g., this is a snapshot of people who voted TODAY, not everybody who voted; we will know more later in November).

Lance M. Pollack, PhD  
University of California, San Francisco  
Center for AIDS Prevention Studies (CAPS)  
50 Beale Street, Suite 1300  
San Francisco, CA 94105  
tel: 415-597-9302  
fax: 415-597-9213  
email: Lance.Pollack@ucsf.edu

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E. Brill, Ph.D.  
Sent: Wednesday, October 22, 2008 8:19 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Early voting and the exit polls

I have an interesting anecdotal observation to share that is relevant to this question.

Having agreed to start a new job next Monday which will have me traveling and out of town on Election Day, yesterday I went to an administrative office in my county of residence to vote via an absentee ballot. To my amazement, there were about 20 others there doing the same thing during the hour I was there.



Because I am kind of an annoying Chatty Cathy by nature, I struck up many conversations while waiting to be called for my chance to privately fill out my absentee ballot. To my amazement, my one on one conversations turned into a defacto focus group among everyone waiting and I learned that nobody who was voting who was there other than me was going to be out of town on Election Day. Rather, every single one of them were there filling out a paper absentee ballot because they do not trust electronic voting machines without hard copy paper receipt back-ups! (Paper receipt voting machines are not used in New Jersey at the present time.)

The county clerks there told me that this kind of absentee ballot turnout has been going on for about 10 days now and is expected to continue for another week. I was there for 1 hour, and it goes on for about 7 hours each day. There are three such county offices in my county, which has an average population among the 21 counties in New Jersey. If that is typical for the 21 counties in New Jersey, this works out to be about 450 voters per county per day not trusting electronic voting machines who vote but do not show up at the polls. If you multiply this by the 15 days that this kind of show rate is reported to occur, this means that there are 6,725 such voters in each of the 21 counties on average or approximately 140,000 such voters in New Jersey. With a population of approximately 8.4 million people (including children ineligible to vote), that is a not inconsequential proportion of the total number of people who vote - I conservatively estimate it to be 3 to 4% of all voters! (To arrive at this estimate, I have assuming 75% are of voting age and a whopping 2/3 of them vote.)

Thus, this phenomena of electronic voting machine avoiding voters, if for real, would seem to present a threat to exit poll sample validity and could affect the predictive accuracy of exit polls in a closely contested election.

Comments?

Regards,  
Joanthan

Jonathan E. Brill, Ph.D.  
3 Oak Ridge Court  
Voorhees, New Jersey 08043  
Home: 856.772-9080  
Office: 856.772-9030  
E-mail: jonathan.brill.wh82@wharton.upenn.edu  
Fax: 775.898-2651

View my professional profile:  
<http://www.linkedin.com/in/jonathanbrill>

----- Original Message -----

From: "Dan Cox" <dcox@PUBLICRELIGION.ORG>  
To: <AAPORNET@ASU.EDU>  
Sent: Wednesday, October 22, 2008 10:31 AM  
Subject: Early voting and the exit polls

> Has there been any discussion about how early voting will affect the  
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> in some way? And if not will the exit polls still be representative  
of  
> the voting population?

>  
> I'm just curious.  
>  
> Daniel Cox  
> Research Director  
> Public Religion Research

>  
> Phone: 202-435-0278  
> Email: dcox@publicreligion.org  
> www.publicreligion.org

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Date: Wed, 22 Oct 2008 11:49:50 -0400  
Reply-To: rfunk787@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "G. Ray Funkhouser" <rfunk787@AOL.COM>  
Subject: Re: A story on polling (from the future?)  
Comments: To: Simonetta@ARTSCI.COM, AAPORNET@ASU.EDU  
In-Reply-To:  
<3248A9B21DD5574785FE5E2C8E521684C0880E@exchange.local.artscience.com>  
MIME-Version: 1.0  
Content-Transfer-Encoding: quoted-printable  
Content-Type: text/plain; charset="utf-8"

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andards Committee look into it, but they're probably overwhelmed with report=  
s of polling abuses by this stage of the campaign(s).

Ray Funkhouser

-----Original Message-----

From: Leo Simonetta <Simonetta@ARTSCI.COM>  
To: AAPORNET@ASU.EDU  
Sent: Wed, 22 Oct 2008 11:22 am  
Subject: A story on polling (from the future?)

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Post Date Wednesday, November 05, 2008

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politics.

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SNIP

<http://www.tnr.com/politics/story.html?id=3Da3894827-4373-4f9b-a0e9-ebbc88036375>

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=====  
Date: Wed, 22 Oct 2008 15:53:32 +0000  
Reply-To: "mail@marketsharescorp.com" <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "mail@marketsharescorp.com" <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Subject: FW: Re: Early voting and the exit polls  
Comments: To: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

Meant to post this to the list.

----- Forwarded Message: -----  
From: [mkshares@comcast.net](mailto:mkshares@comcast.net) ([mail@marketsharescorp.com](mailto:mail@marketsharescorp.com))  
To: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>  
Subject: Re: Early voting and the exit polls  
Date: Wed, 22 Oct 2008 15:50:31 +0000

>  
> Yes. They will be accounted for.  
>  
> A week or so before election day, national exit pollsters do telephone  
> interviews in states that have substantial early/absentee voting.  
>  
> This has been going on for quite a while now.  
>  
> I understand that such voting is either available or estimated from state  
> election board authorities.  
>  
> So this is not an issue, contrary to what you may have heard/read.  
>  
> Nick

> ----- Original message -----  
> From: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>  
> > Has there been any discussion about how early voting will affect the  
> > representativeness of the exit polls? Will these voters be accounted  
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> > Research Director  
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> >  
> > Phone: 202-435-0278  
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=====  
Date: Wed, 22 Oct 2008 12:37:04 -0400  
Reply-To: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>  
Subject: Re: A story on polling (from the future?)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[8CB0274F3E4908E-958-135F@MBLK-M29.sysops.aol.com](mailto:8CB0274F3E4908E-958-135F@MBLK-M29.sysops.aol.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 8bit

<http://www.surveyusa.com/client/PollReport.aspx?g=54d651a7-a62b-4420-bb32-9dd6b2df8c02>

Methods here... <http://www.surveyusa.com/client/methodology4.aspx>

They have caveats, as all polls do. They use RDD with an automated voice system. The poll asks a few questions. The poll is sponsored by news organizations.

Their distribution list includes "popular liberal blogs" and anyone else who monitors poll information, <http://www.surveyusa.com/index.php/notify-me-when-data-is-released/>

I'm sure that non-response is a problem, particularly missing people away from their phone due to being at work. I'm not endorsing their methods, just reporting.

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of G. Ray Funkhouser  
Sent: Wednesday, October 22, 2008 11:50 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: A story on polling (from the future?)

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Sent: Wed, 22 Oct 2008 11:22 am

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SNIP

<http://www.tnr.com/politics/story.html?id=a3894827-4373-4f9b-a0e9-ebbc88036375>

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=====  
Date: Wed, 22 Oct 2008 16:48:20 +0000  
Reply-To: "Langer, Gary" <[Gary.Langer@ABC.COM](mailto:Gary.Langer@ABC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Langer, Gary" <[Gary.Langer@ABC.COM](mailto:Gary.Langer@ABC.COM)>  
Subject: Re: A story on polling (from the future?)  
Comments: To: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[EF7D3C4B418518449BA4F29FB97A109C0325157B@EDUNIVMAIL05.ad.umassmed.edu](mailto:EF7D3C4B418518449BA4F29FB97A109C0325157B@EDUNIVMAIL05.ad.umassmed.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit



Is it not the fundamental responsibility of reporters to ascertain the validity and reliability of that which they are reporting?

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Hargraves, Lee  
Sent: Wednesday, October 22, 2008 12:37 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: A story on polling (from the future?)

<http://www.surveyusa.com/client/PollReport.aspx?g=54d651a7-a62b-4420-bb32-9dd6b2df8c02>

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of G. Ray Funkhouser  
Sent: Wednesday, October 22, 2008 11:50 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: A story on polling (from the future?)

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=====  
=====  
Date: Wed, 22 Oct 2008 17:53:38 +0100  
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>  
Subject: Re: A story on polling (from the future?)  
Comments: To: Gary.Langer@ABC.COM, AAPORNET@ASU.EDU  
In-Reply-To: A<A4E8071AE9E1854FBE1D30AB4666B56D0958EAA0@SM-NYNY-VXMB01B.nena.wdpr.disney.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

Only in the movies.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Langer, Gary  
>Sent: 22 October 2008 17:48  
>To: AAPORNET@ASU.EDU  
>Subject: Re: A story on polling (from the future?)

>  
>Is it not the fundamental responsibility of reporters to ascertain the  
validity and reliability of  
>that which they are reporting?

>  
>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Hargraves, Lee  
>Sent: Wednesday, October 22, 2008 12:37 PM  
>To: AAPORNET@ASU.EDU  
>Subject: Re: A story on polling (from the future?)

>  
><http://www.surveyusa.com/client/PollReport.aspx?g=54d651a7-a62b-4420-bb32-9dd6b2df8c02>

>  
>Methods here... <http://www.surveyusa.com/client/methodology4.aspx>

>  
>They have caveats, as all polls do. They use RDD with an automated voice  
system. The poll  
>asks a few questions. The poll is sponsored by news organizations.

>  
>Their distribution list includes "popular liberal blogs" and anyone else who  
monitors poll  
>information, <http://www.surveyusa.com/index.php/notify-me-when-data-is-released/>

>  
>I'm sure that non-response is a problem, particularly missing people away  
from their phone  
>due to being at work. I'm not endorsing their methods, just reporting.

>  
>  
>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of G. Ray Funkhouser  
>Sent: Wednesday, October 22, 2008 11:50 AM  
>To: AAPORNET@ASU.EDU  
>Subject: Re: A story on polling (from the future?)

>  
>What kind of valid "poll" can be designed, implemented, conducted, analyzed  
and

>disseminated to "political activists and reporters" and posted on a "popular  
liberal blog" in 2

>hrs 17 minutes? This is not "Polling (from the future)", it's propaganda  
right now. I'd

>suggest the AAPOR Standards Committee look into it, but they're probably  
overwhelmed

>with reports of polling abuses by this stage of the campaign(s).

>  
>  
>  
>Ray Funkhouser



>--  
>  
>Leo G. Simonetta  
>  
>Director of Research  
>  
>Art & Science Group  
>  
>6115 Falls Road, Suite 101  
>  
>Baltimore, MD 21209  
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=====  
Date: Wed, 22 Oct 2008 13:02:50 -0400  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Re: A story on polling (from the future?)  
Comments: To: [rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[8CB0274F3E4908E-958-135F@MBLK-M29.sysops.aol.com](mailto:8CB0274F3E4908E-958-135F@MBLK-M29.sysops.aol.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=UTF-8; format=flowed  
Content-Transfer-Encoding: 7bit

If you read the story, you would find out that the snap poll in question was conducted by AAPOR member Jay Leve at SurveyUSA. SurveyUSA conducts huge numbers of automated telephone polls daily and I'd guess it took them no more than a few minutes to set up such a poll, and probably not much longer to collect responses to it from a reasonable RDD sample.

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Jan Werner

-----  
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> the campaign(s).

>

>

>

> Ray Funkhouser

>

>

> -----Original Message----- From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

> To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU) Sent: Wed, 22 Oct 2008 11:22 am Subject: A

> story on polling (from the future?)





Date: Wed, 22 Oct 2008 18:05:43 +0100  
Reply-To: "Moon, Nick (GfK NOP, UK)" <nick.moon@GFK.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Moon, Nick (GfK NOP, UK)" <nick.moon@GFK.COM>  
Subject: Re: A story on polling (from the future?)  
Comments: To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>  
In-Reply-To: <48FF5CBA.7090103@jwdp.com>  
Content-Type: text/plain; charset="utf-8"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

I'm obviously not as familiar with day time behavioural patterns in the US, but from a UK perspective I would say that conducting a survey over only a couple of hours in the middle of the working day raised far more issues of representativeness than the typical RDD survey

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner  
Sent: 22 October 2008 18:03  
To: AAPORNET@ASU.EDU  
Subject: Re: A story on polling (from the future?)

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>

>

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>

>

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> To: AAPORNET@ASU.EDU Sent: Wed, 22 Oct 2008 11:22 am Subject: A

> story on polling (from the future?)

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> Survey Says... by Michael Crowley How many polls does it take to  
> screw up an election? Post Date Wednesday, November 05, 2008  
>  
>  
>

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> McCain announced a bold move. He was suspending his campaign and  
> rushing back to Washington to deal with the escalating financial  
> crisis, even if it meant skipping a scheduled debate with Barack  
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>

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> McCain's announcement, a snap poll appeared in the inboxes of  
> reporters and political activists. A majority of Americans felt the  
> debate should go ahead as planned, while just 10 percent thought it  
> should be postponed. By 5:17 p.m., the poll had been posted on the  
> popular liberal blog Talking Points Memo under the headline AMERICANS  
> RESPOND TO MCCAIN STUNT. Before Republicans could even spin on the  
> prime-time airwaves, the poll laid the foundation for an  
> insta-consensus that McCain's move was a politically motivated stunt  
> that wasn't fooling anyone.  
>  
>  
>

> SNIP  
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>

> <http://www.tnr.com/politics/story.html?id=a3894827-4373-4f9b-a0e9-ebbc88036375>  
> 036375  
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Date: Wed, 22 Oct 2008 10:30:10 -0700  
Reply-To: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
Subject: Re: A story on polling (from the future?)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[2421C36E5E6F844386642A142EB3E572011F1807D749@EUKSNT-EXCRMB-1.UK.CRWW.GFK](mailto:2421C36E5E6F844386642A142EB3E572011F1807D749@EUKSNT-EXCRMB-1.UK.CRWW.GFK)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

Since the wording and methodology seem to be known, what is the issue here? AAPOR members appear to be perfectly capable of producing emails, etc. along the lines of "why this poll sucks". McCain did not leave much time between his announcement and the scheduled time of the debate to gauge public opinion, so the numbers would have to be imperfect, although that does not make the poll any more palatable.

Now, regardless of their quality, the Obama people using the numbers to needle McCain and McCain perhaps changing his mind because of the numbers (or the needle, or both) is a subject for reporters, and voters, but not AAPOR.

Lance M. Pollack, PhD  
University of California, San Francisco  
Center for AIDS Prevention Studies (CAPS)  
50 Beale Street, Suite 1300  
San Francisco, CA 94105

tel: 415-597-9302  
fax: 415-597-9213  
email: Lance.Pollack@ucsf.edu

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Moon, Nick (GfK NOP, UK)  
Sent: Wednesday, October 22, 2008 10:06 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: A story on polling (from the future?)

I'm obviously not as familiar with day time behavioural patterns in the US, but from a UK perspective I would say that conducting a survey over only a couple of hours in the middle of the working day raised far more issues of representativeness than the typical RDD survey

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner  
Sent: 22 October 2008 18:03  
To: AAPORNET@ASU.EDU  
Subject: Re: A story on polling (from the future?)

If you read the story, you would find out that the snap poll in question was conducted by AAPOR member Jay Leve at SurveyUSA. SurveyUSA conducts huge numbers of automated telephone polls daily and I'd guess it took them no more than a few minutes to set up such a poll, and probably not much longer to collect responses to it from a reasonable RDD sample.

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>

>

>

> Ray Funkhouser

>

>

> -----Original Message----- From: Leo Simonetta <Simonetta@ARTSCI.COM>

> To: AAPORNET@ASU.EDU Sent: Wed, 22 Oct 2008 11:22 am Subject: A

> story on polling (from the future?)

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> prime-time airwaves, the poll laid the foundation for an  
> insta-consensus that McCain's move was a politically motivated stunt  
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> SNIP  
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<http://www.tnr.com/politics/story.html?id=a3894827-4373-4f9b-a0e9-ebbc88036375>  
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=====  
Date: Wed, 22 Oct 2008 14:04:24 -0400  
Reply-To: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>  
Subject: Re: Early voting and the exit polls  
Comments: To: "[mail@marketsharescorp.com](mailto:mail@marketsharescorp.com)" <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[102220081553.7039.48FF4C7C00089BA000001B7F22007348309C0A9D0E089C0503@comcast.net](mailto:102220081553.7039.48FF4C7C00089BA000001B7F22007348309C0A9D0E089C0503@comcast.net)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

Somewhat related to this conversation,

"Gallup Daily is tracking the percentage of registered voters who say they have already voted in this year's election, either by absentee ballot or early voting opportunities in their state, as well as those who say they plan to vote at some point before Election Day."

<http://www.gallup.com/poll/111304/Gallup-Daily-Early-Voting.aspx>

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of  
mail@marketsharescorp.com  
Sent: Wednesday, October 22, 2008 11:54 AM  
To: AAPORNET@ASU.EDU  
Subject: FW: Re: Early voting and the exit polls

Meant to post this to the list.

----- Forwarded Message: -----

From: mkshares@comcast.net (mail@marketsharescorp.com)  
To: Dan Cox <dcox@PUBLICRELIGION.ORG>  
Subject: Re: Early voting and the exit polls  
Date: Wed, 22 Oct 2008 15:50:31 +0000

>  
> Yes. They will be accounted for.  
>  
> A week or so before election day, national exit pollsters do telephone  
> interviews in states that have substantial early/absentee voting.  
>  
> This has been going on for quite a while now.  
>  
> I understand that such voting is either available or estimated from  
state  
> election board authorities.  
>  
> So this is not an issue, contrary to what you may have heard/read.  
>  
> Nick

> ----- Original message -----

> From: Dan Cox <dcox@PUBLICRELIGION.ORG>  
> > Has there been any discussion about how early voting will affect the  
> > representativeness of the exit polls? Will these voters be accounted  
> > for in some way? And if not will the exit polls still be  
> > representative of the voting population?  
> >  
> > I'm just curious.  
> >  
> > Daniel Cox  
> > Research Director  
> > Public Religion Research  
> >  
> > Phone: 202-435-0278  
> > Email: dcox@publicreligion.org  
> > www.publicreligion.org  
> >  
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signoff aapornet  
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=====  
=====  
Date: Wed, 22 Oct 2008 11:26:19 -0700  
Reply-To: Hank Zucker <[hank@SURVEYSYSTEM.COM](mailto:hank@SURVEYSYSTEM.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Hank Zucker <[hank@SURVEYSYSTEM.COM](mailto:hank@SURVEYSYSTEM.COM)>  
Subject: Re: A story on polling (from the future?)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
Content-Transfer-Encoding: 7bit

I'd like to respectfully disagree with:

> Now, regardless of their quality, the Obama people using the numbers to  
> needle McCain and McCain perhaps changing his mind because of the  
> numbers (or the needle, or both) is a subject for reporters, and voters,  
> but not AAPOR.

I think that comments on the effects of polling on society, including how  
politicians use polls, are a good topic for AAPORNET.

Hank Zucker, Ph.D.  
Creative Research Systems  
[www.surveysystem.com](http://www.surveysystem.com)  
707-765-1001

----- Original Message -----  
From: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
To: <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Sent: Wednesday, October 22, 2008 10:30 AM  
Subject: Re: A story on polling (from the future?)

> Since the wording and methodology seem to be known, what is the issue  
> here? AAPOR members appear to be perfectly capable of producing emails,  
> etc. along the lines of "why this poll sucks". McCain did not leave much  
> time between his announcement and the scheduled time of the debate to



- > gauge public opinion, so the numbers would have to be imperfect,
- > although that does not make the poll any more palatable.
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- > Now, regardless of their quality, the Obama people using the numbers to
- > needle McCain and McCain perhaps changing his mind because of the
- > numbers (or the needle, or both) is a subject for reporters, and voters,
- > but not AAPOR.

>

- > Lance M. Pollack, PhD
- > University of California, San Francisco
- > Center for AIDS Prevention Studies (CAPS)
- > 50 Beale Street, Suite 1300
- > San Francisco, CA 94105
- > tel: 415-597-9302
- > fax: 415-597-9213
- > email: Lance.Pollack@ucsf.edu

>

> -----Original Message-----

- > From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Moon, Nick (GfK
- > NOP, UK)
- > Sent: Wednesday, October 22, 2008 10:06 AM
- > To: AAPORNET@ASU.EDU
- > Subject: Re: A story on polling (from the future?)

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- > I'm obviously not as familiar with day time behavioural patterns in the
- > US, but from a UK perspective I would say that conducting a survey over
- > only a couple of hours in the middle of the working day raised far more
- > issues of representativeness than the typical RDD survey

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> -----Original Message-----

- > From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner
- > Sent: 22 October 2008 18:03
- > To: AAPORNET@ASU.EDU
- > Subject: Re: A story on polling (from the future?)

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- > If you read the story, you would find out that the snap poll in question
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- > G. Ray Funkhouser wrote:
- >> What kind of valid "poll" can be designed, implemented, conducted,
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- >> posted on a "popular liberal blog" in 2 hrs 17 minutes? This is
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Date: Wed, 22 Oct 2008 11:48:21 -0700  
Reply-To: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>  
Subject: Re: A story on polling (from the future?)  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: A<828BFF89A28A4EC085B1E07347D44EAB@HDell>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

As a subject for AAPORNET yes, as a subject for AAPOR official investigation, probably not, unless SurveyUSA has not been forthcoming. I am referring back to Mr. Funkhouser's original request.

Lance M. Pollack, PhD  
University of California, San Francisco  
Center for AIDS Prevention Studies (CAPS)  
50 Beale Street, Suite 1300  
San Francisco, CA 94105  
tel: 415-597-9302  
fax: 415-597-9213  
email: Lance.Pollack@ucsf.edu

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Hank Zucker  
Sent: Wednesday, October 22, 2008 11:26 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: A story on polling (from the future?)

I'd like to respectfully disagree with:

- > Now, regardless of their quality, the Obama people using the numbers to
- > needle McCain and McCain perhaps changing his mind because of the
- > numbers (or the needle, or both) is a subject for reporters, and voters,
- > but not AAPOR.

I think that comments on the effects of polling on society, including how politicians use polls, are a good topic for AAPORNET.

Hank Zucker, Ph.D.  
Creative Research Systems  
www.surveysystem.com  
707-765-1001

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Sent: Wednesday, October 22, 2008 10:30 AM  
Subject: Re: A story on polling (from the future?)

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> NOP, UK)  
> Sent: Wednesday, October 22, 2008 10:06 AM  
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> Subject: Re: A story on polling (from the future?)

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> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner  
> Sent: 22 October 2008 18:03  
> To: AAPORNET@ASU.EDU  
> Subject: Re: A story on polling (from the future?)

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>>  
>>  
>>  
>> Ray Funkhouser  
>>  
>>  
>> -----Original Message----- From: Leo Simonetta <Simonetta@ARTSCI.COM>  
>> To: AAPORNET@ASU.EDU Sent: Wed, 22 Oct 2008 11:22 am Subject: A  
>> story on polling (from the future?)  
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>>  
>> Survey Says... by Michael Crowley How many polls does it take to  
>> screw up an election? Post Date Wednesday, November 05, 2008  
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>>  
>>  
>> At three o'clock on the afternoon of Wednesday, September 24, John  
>> McCain announced a bold move. He was suspending his campaign and  
>> rushing back to Washington to deal with the escalating financial  
>> crisis, even if it meant skipping a scheduled debate with Barack  
>> Obama that Friday night. The McCain campaign heralded the ploy as  
>> evidence that its man was a decisive leader who would put duty to his  
>> country above partisan politics.  
>>  
>>  
>>  
>> But the move ran into instant p.r. trouble. Barely two hours after  
>> McCain's announcement, a snap poll appeared in the inboxes of  
>> reporters and political activists. A majority of Americans felt the  
>> debate should go ahead as planned, while just 10 percent thought it  
>> should be postponed. By 5:17 p.m., the poll had been posted on the  
>> popular liberal blog Talking Points Memo under the headline AMERICANS  
>> RESPOND TO MCCAIN STUNT. Before Republicans could even spin on the  
>> prime-time airwaves, the poll laid the foundation for an  
>> insta-consensus that McCain's move was a politically motivated stunt  
>> that wasn't fooling anyone.  
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>> SNIP

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http://www.tnr.com/politics/story.html?id=a3894827-4373-4f9b-a0e9-ebbc88  
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=====  
=====  
Date: Wed, 22 Oct 2008 12:38:49 -0700  
Reply-To: Hank Zucker <[hank@SURVEYSYSTEM.COM](mailto:hank@SURVEYSYSTEM.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Hank Zucker <[hank@SURVEYSYSTEM.COM](mailto:hank@SURVEYSYSTEM.COM)>  
Subject: Re: A story on polling (from the future?)  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
Content-Transfer-Encoding: 7bit

Thanks for the clarification. I agree with the distinction.

Hank Zucker, Ph.D.  
Creative Research Systems  
[www.surveysystem.com](http://www.surveysystem.com)  
707-765-1001

----- Original Message -----  
From: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
To: <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Sent: Wednesday, October 22, 2008 11:48 AM  
Subject: Re: A story on polling (from the future?)

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Please ask authors before quoting outside AAPORNET.

=====  
Date: Wed, 22 Oct 2008 15:47:21 -0400  
Reply-To: Marco Antonio Morales-Barba <[marco.morales@NYU.EDU](mailto:marco.morales@NYU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marco Antonio Morales-Barba <[marco.morales@NYU.EDU](mailto:marco.morales@NYU.EDU)>

Subject: Hard to survey populations  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Disposition: inline  
Content-Transfer-Encoding: 7bit

Dear AAPOR members,

I'm posting this on behalf of a friend who needs to survey Mexican migrants in NY City to get an accurate estimate of remittances and use of financial services by this specific population. The obvious problem is the lack of reliable records of this population to be used as a basis for a good sample. Does anyone know of someone who has done this type of surveys in NY or who could potentially engage in one? Your help will be most appreciated.

Best

Marco Morales  
PhD student  
The Wilf Family Department of Politics  
New York University  
19 W 4th St, room 320  
New York, NY 10012  
+1 (212) 992-8690 (o)  
+1 (212) 995-4184 (f)

marco.morales@nyu.edu

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=====  
Date: Wed, 22 Oct 2008 21:34:02 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Regarding the early voting and the experience of high early voting in New Jersey:

Below I'm pasting an excerpt from an e-mail I received today. Though not having heard or seen this program myself it's easily available for listening. The discussion pertains to the early voting and voters' concerns about fraud in voting. Anyone interested can check this story out at [www.democracynow.org](http://www.democracynow.org) if they are interested in who is making the claims their early votes were already mistabulated by the machines. Also people should be aware that the main reason for the very large numbers of people flocking to vote now is that a good portion of Obama campaign effort is dedicated to turning out their supporters (who can

vote early) to vote early in order to avoid an array of potential problems on election day, such as those that occurred in Ohio in 2004.

Marc Sapir MD, MPH  
510-848-3826  
marcsapir@comcast.net

And Amy Goodman's Democracy Now radio program this morning already had people who took part in the early voting in their states who complained that the old touch-screen "bait and switch" method was being employed again; that when they touched "Obama" the screen jumped to someone else. (In one case, to Cynthia McKinney -- a more clever way of switching the votes than the obvious switch to the Republican candidate that occurred the last two elections.

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Date: Thu, 23 Oct 2008 12:48:54 +0100  
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>  
Subject: Cooler than us  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

You'll like this:  
[http://www.theonion.com/content/news\\_briefs/zogby\\_poll\\_john\\_zogby](http://www.theonion.com/content/news_briefs/zogby_poll_john_zogby)

Thanks to johncoz on pollster.com for spotting this.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 925 6226

The original of this email was scanned for viruses by the Government Secure Intranet virus scanning service supplied by Cable&Wireless in partnership with MessageLabs. (CCTM Certificate Number 2007/11/0032.) On leaving the GSi this email was certified virus free.

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "G. Ray Funkhouser" <[rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)>  
Subject: Re: A story on polling (from the future?) -- cont.  
Comments: To: [Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[8CB0274F3E4908E-958-135F@MBLK-M29.sysops.aol.com](mailto:8CB0274F3E4908E-958-135F@MBLK-M29.sysops.aol.com)>  
MIME-Version: 1.0  
Content-Transfer-Encoding: quoted-printable  
Content-Type: text/plain; charset="utf-8"

Not to be pummeling an expired equine, but several aspects of this  
continue=20=  
to nag at me. =C2=A0 The threats to validity here are too numerous and  
dire=20=  
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One colleague pointed out that between the hours of 3 and 5 p.m., a large pr=  
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Also absent is any attempt at sampling among in-home potential respondents.

Neither would the sample include people who reflexively hang up on on comput=  
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During those hours, many such calls would reach answering machines? =C2=A0=20=  
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Some colleagues commented that this would be a standards issue only if the pollster were not forthcoming. One key figure to indicate how well these results reflect "the public" would be an honest reporting of response rate; that is, at a minimum: 
$$\frac{\text{Number of actual responses}}{\text{Number of valid telephone numbers dialed}}$$
 Inasmuch as this figure rarely if ever appears in media-reported polls, it probably did not forthcome in this one either.

JUST AS IMPORTANT

If McCain made his statement at 3 p.m. and the poll was completed before 5 p.m., how many of the poll's respondents actually heard the news? It would not have made any newspapers, and there would have been nothing on network news. The only possible sources would have been a few cable stations and radio newscasts, and some blogs, and how many people are attending to the news in that time period? Therefore, it would seem that the "poll" was not measuring "public opinion" so much as collecting off-the-cuff reactions to how the pollster framed the situation in the questions that were asked, limited to the response options offered.

Having been retired from the business since 1994 I strictly speaking have no dog in this fight, but it seems to me that the degree to which such polls stretch this one stretch the notions of "public" and "opinion" certainly merits discussion among those still active in the field of Public Opinion Research (the POR of AAPOR). Whether it is a standards issue or not depends on what level of standards AAPOR is maintaining these days.

Ray Funkhouser

-----Original Message-----

From: rfunk787@aol.com

To: Simonetta@ARTSCI.COM; AAPORNET@ASU.EDU

Sent: Wed, 22 Oct 2008 11:49 am

Subject: Re: A story on polling (from the future?)



What kind of valid "poll" can be designed, implemented, conducted, analyzed=20= and disseminated to "political activists and reporters" and posted on a "popular liberal blog" in =C2=A02 hrs 17 minutes? =C2=A0 This is not "Polling (from the future)", it's propaganda right now. =C2=A0 I'd suggest the AAPOR Standards Committee look into it, but they're probably overwhelmed with reports of polling abuses by this stage of the campaign(s).

Ray Funkhouser

-----Original Message-----

From: Leo Simonetta <Simonetta@ARTSCI.COM>

To: AAPORNET@ASU.EDU

Sent: Wed, 22 Oct 2008 11:22 am

Subject: A story on polling (from the future?)

=20

Survey Says... by Michael Crowley  
How many polls does it take to screw up an election?  
Post Date Wednesday, November 05, 2008

=20

At three o'clock on the afternoon of Wednesday, September 24, John McCain announced a bold move. He was suspending his campaign and rushing back to Washington to deal with the escalating financial crisis, even if it meant skipping a scheduled debate with Barack Obama that Friday night. The McCain campaign heralded the ploy as evidence that its man was a decisive leader who would put duty to his country above partisan

politics.

=20

But the move ran into instant p.r. trouble. Barely two hours after McCain's announcement, a snap=3D2 Opoll appeared in the inboxes of reporters and political activists. A majority of Americans felt the debate should go ahead as planned, while just 10 percent thought it should be postponed. By 5:17 p.m., the poll had been posted on the popular liberal blog Talking Points Memo under the headline AMERICANS RESPOND TO MCCAIN STUNT. Before Republicans could even spin on the prime-time airwaves, the poll laid the foundation for an insta-consensus that McCain's move was a politically motivated stunt that wasn't fooling anyone.

=20

SNIP

<http://www.tnr.com/politics/story.html?id=3Da3894827-4373-4f9b-a0e9-ebbc88036375>

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Date: Thu, 23 Oct 2008 10:49:22 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: A story on polling (from the future?) -- cont.  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[8CB03257F3044C6-172C-901@mblk-d27.sysops.aol.com](mailto:8CB03257F3044C6-172C-901@mblk-d27.sysops.aol.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="UTF-8"  
Content-Transfer-Encoding: 8bit

Like Ray I have no dog in this fight (I haven't done a political/election poll in over 10 years). And I would certainly like to see a response rate (which I couldn't find for this survey in a quick search) especially for a survey of this short a duration.

But I would think that the best way you could characterize this survey is "collecting off-the-cuff reactions to how the pollster framed the situation in the questions that were asked, limited to the response options offered" from those who happened to respond in a two hour time frame.

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

-----Original Message-----  
From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of G. Ray Funkhouser  
Sent: Thursday, October 23, 2008 8:54 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: A story on polling (from the future?) -- cont.

Not to be pummeling an expired equine, but several aspects of this continue to nag at me. ♦ The threats to validity here are too numerous and dire to be brushed off.

One colleague pointed out that between the hours of 3 and 5 p.m., a large proportion of the population would be at work, meaning that they were not at their home phones, nor necessarily available to respond on their personal cells (if these are reached via RDD). ♦ ♦ Yes, that suggests a considerably dampened response rate.

#### NOT ONLY THAT

Also absent is any attempt at sampling among in-home potential respondents.

Neither would the sample include people who reflexively hang up on computerized polls (including myself on occasion, especially lately).

During those hours, many such calls would reach answering machines? ♦ ♦ I one evening came home to find a robo-poll dutifully collecting responses from my answering machine.

Some colleagues commented that this would be a standards issue only if the pollster were not forthcoming. ♦ One key figure to indicate how well these results reflect "the public" would be an honest reporting of response rate; that is, at a minimum: ♦ ♦ Number of actual responses divided by Number of valid telephone numbers dialed. ♦ Inasmuch as this figure rarely if ever appears in media-reported polls, it probably did not forthcome in this one either.

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Having been retired from the business since 1994 I strictly speaking have no dog in this fight, but it seems to me that the degree to which such polls as this one stretch the notions of "public" and "opinion" certainly merits discussion among those still active in the field of Public Opinion Research (the POR of AAPOR). ♦ Whether it is a standards issue or not depends on what level of standards AAPOR is maintaining these days.

Ray Funkhouser

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To: Simonetta@ARTSCI.COM; AAPORNET@ASU.EDU

Sent: Wed, 22 Oct 2008 11:49 am

Subject: Re: A story on polling (from the future?)

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From: Leo Simonetta <Simonetta@ARTSCI.COM>

To: AAPORNET@ASU.EDU

Sent: Wed, 22 Oct 2008 11:22 am

Subject: A story on polling (from the future?)

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SNIP

<http://www.tnr.com/politics/story.html?id=a3894827-4373-4f9b-a0e9-ebbc88036375>

--

Leo G. Simonetta

Director of Research

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Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: How much credence should you give a political poll?  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

How much credence should you give a political poll?

=20

<http://www.tradingmarkets.com/.site/news/Stock%20News/1962987/>

=20

Wed. October 22, 2008; Posted: 02:28 PM =20

Oct 22, 2008 (The Virginian-Pilot - McClatchy-Tribune Information Services via COMTEX)=20

=20

With so many polls delivered daily, it's easy to believe the ones you agree with and dismiss the ones you don't. If it were only that simple.=20

=20

People should study all the polls, not just the ones they like, said Richard Kulka, president of the American Association for Public Opinion Research and a group vice president at a survey firm, Abt Associates in Raleigh, N.C.=20

=20

"If one (poll) shows your candidate leading by 15 points and the other shows your candidate leading more like 5, you shouldn't necessarily assume that the large one is correct," he said. "The extremes are probably not going to be correct most of the time."=20

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SNIP

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

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Date: Thu, 23 Oct 2008 16:47:06 -0400  
Reply-To: "Fegley, Shawn" <Shawn.Fegley@SHRM.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Fegley, Shawn" <Shawn.Fegley@SHRM.ORG>  
Subject: Job Opportunity - DC Metro Area  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: quoted-printable

I am posting this on behalf of my organization's HR Department.

=20

Thank you.

=20

Shawn Fegley

Survey Research Analyst

=20



## Global Market Researcher

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Date: Fri, 24 Oct 2008 08:39:18 -0400  
Reply-To: Claire Durand <[Claire.Durand@UMONTREAL.CA](mailto:Claire.Durand@UMONTREAL.CA)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Claire Durand <[Claire.Durand@UMONTREAL.CA](mailto:Claire.Durand@UMONTREAL.CA)>  
Subject: up north  
Comments: To: [AAPORNET@ASU.edu](mailto:AAPORNET@ASU.edu)  
Mime-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"; format=flowed  
Content-Transfer-Encoding: 8bit

Hi,

I know everybody is busy following US elections but... just a word to inform those interested that, in the last Canadian election, timeseries analyses of the polls conducted in Canada show an

underestimation of the vote for the Conservative party by almost 5 points. All the individual pollsters were on the underestimation side of the results though a few had estimations within the confidence interval. The more progressive side was represented by 3 different parties, all estimated within the confidence interval for Canada as a whole. In individual provinces, the more "leftist" New Democratic Party and Bloc Québécois tended to be overestimated.

Best,

Claire Durand,  
professeur titulaire

Claire.Durand@umontreal.ca

Départ public, campagne électorale canadienne:

<https://www.webdepot.umontreal.ca/Usagers/durandc/MonDepotPublic/Canada2008>

Site Web:

<<http://www.mapageweb.umontreal.ca/durandc>><http://www.mapageweb.umontreal.ca/durandc>

514-343-7447

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Université de Montréal,  
C.P. 6128, succ. Centre- Ville,  
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Date: Fri, 24 Oct 2008 10:31:46 -0400  
Reply-To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: Writing question (with international flavor)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
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I am preparing a manuscript for an international journal, based on survey data, and I had a few questions.

First, about the ordering of findings presented in text: Usually, we report from highest percentage garnered to the lowest. The exception is when there

is a logical progression to the categories; for example, we always report education levels from lowest to highest (or highest to lowest) irregardless of which value was highest. Same for income.

So should this read,  
Eighty-five children (77%) were accompanied by their mother, 11% by both parents, 8% came with a legal guardian, and 5% were brought to the clinic by their father alone.

Or version B,  
Eighty-five children (77%) were accompanied by their mother, 5% by their father, 11% by both parents, and 8% came with a legal guardian.

This particular example is a bit less clear, because the order of the categories is not as delineated as with income. But I guess I expect to see all the parents first, then guardian. What do y'all think?

The second question is about terminology in the methods section. We are using subheadings for various bits, and have a section on "Questionnaire" talking about the survey instruments used. But this is an international journal using UK English, and I am not sure whether that subheading should be "instrument" or "questionnaire," or if it matters. The Brits do tend to use "postal" rather than "mail" in discussing that methodology, but I wasn't sure about the Q-word.

Many thanks,

Colleen Porter  
Gainesville, FL

PS. It is the homecoming parade today and the university is closed, so I am finally getting some writing done.

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Date: Fri, 24 Oct 2008 12:16:18 -0500  
Reply-To: John Stevenson <[stevens@SSC.WISC.EDU](mailto:stevens@SSC.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Stevenson <[stevens@SSC.WISC.EDU](mailto:stevens@SSC.WISC.EDU)>  
Organization: UW Survey Center  
Subject: Project Director Position at University of Wisconsin Survey Center  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-transfer-encoding: 7BIT  
Content-type: text/plain; charset=ISO-8859-1; format=flowed

Hello,

The University of Wisconsin Survey Center is hiring for a project director position, deadline to apply is October 31, 2008.

for more details, see: [http://www.ohr.wisc.edu/pvl/pv\\_060416.html](http://www.ohr.wisc.edu/pvl/pv_060416.html)

Working title: PROJECT DIRECTOR

Official title:ASST RESEARCHER(E05LN)

Degree and area of specialization: Master's Degree required

Minimum number of years and type of relevant work experience:

One year of experience required; 3 or more years of progressively responsible survey research experience preferred; particular emphasis on managing data collection activities, (especially computer-assisted telephone interviewing), questionnaire design, data management, report writing and client relations. Experience conducting research in Spanish, written & oral fluency a plus. Experience conducting focus groups and in-depth qualitative interviews a plus.

UWSC is an organization which collect data for social science survey research projects. Interviews are conducted by telephone, mail,web, through focus groups or in person. Most non-mail interviews are conducted on a sophisticated computer-assisted telephone interviewing (CATI) system. This position will involve a wide variety of duties associated with data collection activities for all types of survey projects. These duties will include:

- \* 30% Consulting with clients on survey research and sampling methodologies; serving as the liaison between UWSC and clients; developing survey questionnaires in consultation with clients at the UW and for other universities and state government agencies.
- \* 35% Managing and coordinating all aspects of survey projects; innovating methodological solutions; training and supervising staff.
- \* 30% Managing data through the use of statistical software packages such as SPSS, SAS and other tools; writing descriptive reports of survey findings, writing technical documentation of survey methods and response rate reports for projects.
- \* 5% Miscellaneous

--

John Stevenson  
Associate Director  
University of Wisconsin Survey Center  
1800 University Ave  
Madison, WI 53726  
ph (608)262-9032  
fx (608)262-8432  
[www.uwsc.wisc.edu](http://www.uwsc.wisc.edu)

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Date: Fri, 24 Oct 2008 15:09:30 -0500

Reply-To: Woody Carter <[wcarter@UCHICAGO.EDU](mailto:wcarter@UCHICAGO.EDU)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Woody Carter <wcarter@UCHICAGO.EDU>  
Subject: Two positions in Chicago  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=UTF-8  
Content-Transfer-Encoding: 8bit

Posted on behalf of Cheryl Slover-Linett, to whom inquiries should be made at [cheryl@sloverlinett.com](mailto:cheryl@sloverlinett.com):

Senior Associates – Slover Linett Strategies Inc.

## ABOUT US

Slover Linett Strategies is a Chicago-based audience research firm for cultural and educational organizations. We help museums, orchestras, universities and other mission-driven enterprises across the country take a fresh look at their relationship with their constituents—current and potential—through qualitative and quantitative research. We also help their staffs and boards turn that insight into action through facilitated planning or visioning processes designed to articulate clear, compelling principles for identity and growth. Founded in 1997, we are a small, intellectually creative consultancy that has developed long-term relationships with leading local and national nonprofit institutions. Our Chicago clients include the University of Chicago, the Art Institute, the Chicago Symphony Orchestra, and Chicago Public Radio (WBEZ). Ongoing national engagements include the Smithsonian Institution, the Cleveland Museum of Natural History, and the Philadelphia Orchestra.

## JOB DESCRIPTION

The Senior Associate is responsible for managing and helping develop the business within a given sector. We currently are looking to hire two Senior Associates: one to manage and grow our museum business and one to manage and grow our education business.

Reporting to Managing Partner, Cheryl Slover-Linett, the Senior Associates will direct qualitative and quantitative audience research projects as well as occasional strategy consulting projects. Our research studies are sometimes part of a larger, multi-mode research effort designed to inform strategic change and sometimes part of a single-mode, ongoing program to track audience trends and changes over time. Each project is staffed with a Senior Associate and at least one Research Analyst, with Partners involved in proportion to the needs of the project. The Senior Associate is responsible for identifying the client's organizational and research objectives for the project, then directing the team in the design and implementation of research activities to meet those objectives. Furthermore, the Senior Associate guides the interpretation of the research findings in support of client research objectives and is lead author of the conclusions and recommendations section of our research reports.

Specific responsibilities include:

- designing research projects (defining objectives, prioritizing research questions, guiding development of the qualitative or quantitative protocols, sampling/recruiting methodology);
- managing the analysts as they oversee the fieldwork and analyze data;
- editing and guiding the creation of research reports in both presentation and narrative text formats;
- interpreting research findings and turning research results into implications and recommendations, within the context of the sector.

The Senior Associate will work closely with the firm's partners in areas such as:

- guiding the strategic direction of the firm;
- presenting at conferences;
- developing new business and partnerships;
- marketing the firm.

The Senior Associate will lead client meetings as appropriate and will travel regularly for client meetings and conferences.

## QUALIFICATIONS

This needle-in-a-haystack candidate will have experience in two broad areas:

1. By sector: museums or higher education
2. By function: audience research, marketing research or evaluation

The ideal candidate will be a smart, energetic, and positive-spirited person with excellent research, team management and presentation skills. A Masters degree and at least 8 years of work experience is strongly preferred. S/he will also:

- use research extensively for decision-making and/or manage research professionals;
- have a strong interest in helping build our business, through new business development, creating new products, and developing partnerships;
- take an entrepreneurial approach and relish new challenges;
- be able to maintain a big-picture view of each project and draw insights and implications from the research findings;
- be experienced at presenting research findings to clients and at conferences;
- have excellent communication skills, both oral and written;
- be highly proficient with Microsoft Word, Excel and PowerPoint and have familiarity with a statistical package such as SPSS or Stata;
- enjoy managing others in a team environment;
- have a strong client service commitment;

- be extremely well organized;
- enjoy the casual, creative atmosphere of this small business.

## COMPENSATION

Salary will be commensurate with experience. We offer excellent benefits. These will be a full-time positions.

## TO APPLY

Please e-mail a brief cover note and resume to Cheryl Slover-Linett at [cheryl@sloverlinett.com](mailto:cheryl@sloverlinett.com). We are not looking for writing or report samples at this time. Please, no phone calls. We look forward to hearing from you.

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=====  
Date: Fri, 24 Oct 2008 16:31:08 -0400  
Reply-To: "Fegley, Shawn" <[Shawn.Fegley@SHRM.ORG](mailto:Shawn.Fegley@SHRM.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Fegley, Shawn" <[Shawn.Fegley@SHRM.ORG](mailto:Shawn.Fegley@SHRM.ORG)>  
Subject: Job Opportunity - DC Metro Area  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
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I am posting this on behalf of my organization's HR Department.

=20

Thank you.

=20

Shawn Fegley

Survey Research Analyst

=20

Global Market Researcher

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Date: Fri, 24 Oct 2008 18:03:50 -0700  
Reply-To: "Patricia A. Gwartney" <[pgwartney@GMAIL.COM](mailto:pgwartney@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Patricia A. Gwartney" <[pgwartney@GMAIL.COM](mailto:pgwartney@GMAIL.COM)>  
Subject: Re: Early voting and the exit polls  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=UTF-8  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Jonathan's anecdotes and other reports suggest that the voting public is spontaneously moving to what Oregon insitutionalized a decade: vote by mail (VBM). I received my ballot last Saturday and mailed it in on Tuesday. The political parties and campaign offices rigorously check whose ballots have been returned and stop wasting their money on us. Thus, in a few days the stacks of pleas in my mailbox will vanish and those annoying reminder calls will halt. I sometimes miss meeting up with my neighbors at the old clubhouse that served as our polling place, but I much prefer the convenience of voting by mail. I heard on public radio this week that 86% of the state's registered voters returned their ballots in 2004; the secretary





Having agreed to start a new job next Monday which will have me traveling and out of town on Election Day, yesterday I went to an administrative office in my county of residence to vote via an absentee ballot. To my amazement, there were about 20 others there doing the same thing during the hour I was there.

Because I am kind of an annoying Chatty Cathy by nature, I struck up many conversations while waiting to be called for my chance to privately fill out my absentee ballot. To my amazement, my one on one conversations turned into a defacto focus group among everyone waiting and I learned that nobody who was voting who was there other than me was going to be out of town on Election Day. Rather, every single one of them were there filling out a paper absentee ballot because they do not trust electronic voting machines without hard copy paper receipt back-ups! (Paper receipt voting machines are not used in New Jersey at the present time.)

The county clerks there told me that this kind of absentee ballot turnout has been going on for about 10 days now and is expected to continue for another week. I was there for 1 hour, and it goes on for about 7 hours each day. There are three such county offices in my county, which has an average population among the 21 counties in New Jersey. If that is typical for the 21 counties in New Jersey, this works out to be about 450 voters per county per day not trusting electronic voting machines who vote but do not show up at the polls. If you multiply this by the 15 days that this kind of show rate is reported to occur, this means that there are 6,725 such voters in each of the 21 counties on average or approximately 140,000 such voters in New Jersey. With a population of approximately 8.4 million people (including children ineligible to vote), that is a not inconsequential proportion of the total number of people who vote - I conservatively estimate it to be 3 to 4% of all voters! (To arrive at this estimate, I have assuming 75% are of voting age and a whopping 2/3 of them vote.) Thus, this phenomena of electronic voting machine avoiding voters, if for real, would seem to present a threat to exit poll sample validity and could affect the predictive accuracy of exit polls in a closely contested election.

Comments?

Regards,  
Jonathan  
Jonathan E. Brill, Ph.D.  
3 Oak Ridge Court  
Voorhees, New Jersey 08043  
Home: 856.772-9080  
Office: 856.772-9030  
E-mail: jonathan.brill.wh82@wharton.upenn.edu  
Fax: 775.898-2651  
View my professional profile:  
<http://www.linkedin.com/in/jonathanbrill>

----- Original Message -----

From: "Dan Cox" <dcox@PUBLICRELIGION.ORG>  
To: <AAPORNET@ASU.EDU>  
Sent: Wednesday, October 22, 2008 10:31 AM  
Subject: Early voting and the exit polls

> Has there been any discussion about how early voting will affect the  
> representativeness of the exit polls? Will these voters be accounted for  
> in some way? And if not will the exit polls still be representative of  
> the voting population?  
>  
> I'm just curious.  
>  
> Daniel Cox  
> Research Director  
> Public Religion Research  
>  
> Phone: 202-435-0278  
> Email: dcox@publicreligion.org  
> www.publicreligion.org  
>  
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Date: Sat, 25 Oct 2008 12:00:57 -0400  
Reply-To: JAMES P MURPHY <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: JAMES P MURPHY <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: Re: Writing question (with international flavor)  
Comments: To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="UTF-8"; reply-type=original  
Content-Transfer-Encoding: 7bit

On the second question. . .

I use questionnaire and instrument interchangeably to avoid word repetition in reports, proposals, etc.

But I do not feel they are completely equivalent.

Instrument suggests a set of questions (scale items, whatever) that measure a construct, possibly have been validated, and may be available for adoption by someone other than the originator. Most of what you would find in, for example, the University of Michigan compilations of social and political attitudes would be instruments. To me the word questionnaire refers to a set of questions (items) along with instructions or an introduction of some sort, to be used in a specific, probably one-time, survey.

You might check your word choices with something like the Chicago Manual of

Style, which is geared to researchers. If the Brits have different terminology maybe they should just defer to us since survey research was largely developed here.

James P. Murphy, Ph.D.  
JP MURPHY & COMPANY  
Post Office Box 150  
Princeton, NJ 08542  
610 408 8800  
www.jpmurphy.com  
jpmurphy@jpmurphy.com

----- Original Message -----

From: "Colleen Porter" <colleen\_porter@COX.NET>

To: <AAPORNET@ASU.EDU>

Sent: Friday, October 24, 2008 10:31 AM

Subject: Writing question (with international flavor)

>I am preparing a manuscript for an international journal, based on survey  
>data, and I had a few questions.

>

> First, about the ordering of findings presented in text: Usually, we  
> report from highest percentage garnered to the lowest. The exception is  
> when there is a logical progression to the categories; for example, we  
> always report education levels from lowest to highest (or highest to  
> lowest) irregardless of which value was highest. Same for income.

>

> So should this read,  
> Eighty-five children (77%) were accompanied by their mother, 11% by both  
> parents, 8% came with a legal guardian, and 5% were brought to the clinic  
> by their father alone.

>

> Or version B,  
> Eighty-five children (77%) were accompanied by their mother, 5% by their  
> father, 11% by both parents, and 8% came with a legal guardian.

>

> This particular example is a bit less clear, because the order of the  
> categories is not as delineated as with income. But I guess I expect to  
> see all the parents first, then guardian. What do y'all think?

>

> The second question is about terminology in the methods section. We are  
> using subheadings for various bits, and have a section on "Questionnaire"  
> talking about the survey instruments used. But this is an international  
> journal using UK English, and I am not sure whether that subheading should  
> be "instrument" or "questionnaire," or if it matters. The Brits do tend  
> to use "postal" rather than "mail" in discussing that methodology, but I  
> wasn't sure about the Q-word.

>

> Many thanks,

>

> Colleen Porter  
> Gainesville, FL

> PS. It is the homecoming parade today and the university is closed, so I  
> am finally getting some writing done.

>

> -----

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Date: Sun, 26 Oct 2008 10:10:13 -0400  
Reply-To: Mick Couper <MCouper@UMICH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mick Couper <MCouper@UMICH.EDU>  
Subject: Call for Papers: Mobile Research Conference  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Dear All:  
=20

If you're interested in mobile surveys, please visit the following link =  
for more information on a conference to be held in London, U.K., =  
February 16-17, 2009:

[http://docs.google.com/Doc?id=3Dajktzsnh86vs\\_1840d4vbnqdh](http://docs.google.com/Doc?id=3Dajktzsnh86vs_1840d4vbnqdh) =  
<[https://mail.isr.umich.edu/exchweb/bin/redir.asp?URL=3Dhttp://docs.google.com/Doc?id=3Dajktzsnh86vs\\_1840d4vbnqdh](https://mail.isr.umich.edu/exchweb/bin/redir.asp?URL=3Dhttp://docs.google.com/Doc?id=3Dajktzsnh86vs_1840d4vbnqdh)>=20  
=20

Abstracts are being sought for the following topics:

\* Issues in mobile survey research with a strong emphasis on estimating =  
and/or reducing survey errors (i.e., coverage, sampling, measurement, =  
and nonresponse errors);=20

\* Cost efficiency of using mobile technology in survey research (i.e. =  
cost-error balance of mobile survey research);=20

\* Contributions aimed at predicting and explaining mobile technology =  
usage;

\* Comparative studies using mobile technology, e.g. within multi-mode =  
data collection frameworks or cross-cultural contexts; \* Technological =  
advances in using mobile devices, applications, and procedures for =  
primary data collection.=20

Abstract deadline is November 15.

=20

Best wishes,

=20

Mick

=20

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Date: Sun, 26 Oct 2008 23:47:34 -0400  
Reply-To: allenbarton@mindspring.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Allen Barton <allenbarton@MINDSPRING.COM>  
Subject: Thw History of Instant Polls  
Comments: To: AAPORNET <AAPORNET@ASU.EDU>  
MIME-Version: 1.0  
Content-type: text/plain; charset=US-ASCII

The discussions of the computerized "instant poll" which influenced the McCain campaign to reverse the decision to suspend campaigning while the candidate rushed to Washington to solve the financial crisis brings to mind an early example of quick-turnaround polling: Hadley Cantril's "telegraph polls." He discusses these in Chapter 11 of his 1944 Gauging Public Opinion and in his memoir.

Cantril worked closely with the Roosevelt administration both before and during World War II, developing questions relevant to administration policies, trying them on small national samples, and having those small samples tested by getting the Gallup poll to ask the same question of their much larger national samples. Cantril would telegraph a set of questions to perhaps 20 interviewers around the country, have them each interview a quota sample of perhaps ten people the next day, covering quotas by sex, age, and "socio-economic status" as judged by the interviewer. This obtained a sample of two hundred or so, and the responses were telegraphed back to Cantril that night, who would then write a brief report for the White House to read next morning. The same questions would be asked on the next Gallup poll, and the results of this over time increased Cantril's and the President's confidence that the telegraph polls had a fair degree of accuracy. although obviously not the "plus or minus" three or four percent which the larger Gallup samples had.

Both Cantril and Gallup were using the quota sampling method which was standard at the time. Cantril pointed out in Gauging Public Opinion (ch. 11) - quota samples tended to have biases on variables like education (finding 40% with no high school education vs. 60% shown by the census around 1940). But his "instant polls" were no worse than the larger Gallup samples in that respect..

A famous example of a "telegraph poll" influencing policy in World War II was one on the issue of whether bombing military targets in Rome would antagonize American Catholics against the war. The poll showed that they would not - and Rome was bombed. (Whether the poll was the deciding factor is not clear - Cantril thought it was influential in removing one inhibition against the bombing.)

The instant computerized poll run for two hours on the McCain campaign issue no doubt was weighted on background variables in rather the way the quota samples were "weighted" by the quotas given the interviewers, which obviously leaves the possibility that it is unrepresentative on other variables just as were the quota samples. The short time period obviously makes telephone interviews less representative than taking a few days, calling at different times of day, and making callbacks. Another problem is that it gets an "instant response" rather than a more thought-out response based on reading

the newspapers, hearing television commentators, and talking with other people. But if the "first impression" of the great majority was strong in one direction or another, it still has some predictive value for the longer term attitudes which will develop - especially if there is a "herd effect" from the first impressions over the next days. And of course many "opinions" revealed by p

olls are in fact non-opinions, or at best "quasi-opinions" derived from some very generalized "latent attitude," even when there is time for reading and discussion - because they deal with issues on which there is not much reading and discussion by the public.

Allen Barton  
allenbarton@mindspring.com  
Why Wait? Move to EarthLink.

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Why Obama has to stay above 50 percent  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
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Why Obama has to stay above 50 percent

Salon

=20

<http://www.salon.com/opinion/feature/2008/10/27/undecideds/>

=20

A GOP operative argues that in a race between a white and black candidate, "undecideds" vote white. Meaning, "undecideds" will break for McCain.

=20

By Bill Greener

=20

Oct. 27, 2008 | As his campaign manager has described it, John McCain is now looking at a "narrow-victory scenario." "The fact that we're in the race at all," added Steve Schmidt, "is a miracle. Because the environment is so bad and the head wind is so strong."

=20

But talk of miracles and head winds aside, I think John McCain really does have a decent shot at winning, and that's not just because I'm a longtime Republican political operative. Despite what the polls seem to be saying, a closer look at the numbers shows that a Democratic victory is not a foregone conclusion. Why? Because if history is any guide, Barack Obama, as an African-American candidate for political office, needs to be polling consistently above 50 percent to win. And in crucial battleground states, he isn't.

=20

SNIP

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Anna Greenberg <[agreenberg@GQRR.COM](mailto:agreenberg@GQRR.COM)>  
Subject: Re: Why Obama has to stay above 50 percent  
Comments: To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
[A<3248A9B21DD5574785FE5E2C8E521684C089F7@exchange.local.artscience.com>](mailto:A<3248A9B21DD5574785FE5E2C8E521684C089F7@exchange.local.artscience.com>)  
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From [www.fivethirtyeight.com](http://www.fivethirtyeight.com)



## Bradley Effect? Or Elephant Effect?

I have received quite a number of requests for comment on the article published by Republican consultant Bill Greener at Salon.com. The article purports to find evidence of a "Bradley Effect" in Senate and Gubernatorial Elections in involving black candidates in 2006.

So, I'll comment on it.

Problem #1: Greener cites data from four races: the Tennessee and Maryland senate races, and the Massachusetts and Ohio governor's races. Greener, however, ignores a fifth race, the Pennsylvania governor's race, in which a white Democrat, Ed Rendell, competed against a white Republican, Lynn Swann.

Rendell defeated Swann in this race. However, Rendell's margin of victory was no larger than that predicted by the polls (in fact, it was incrementally smaller). Greener completely ignores this race.

(There was actually a sixth race involving a black candidate, that being in Mississippi, where Trent Lott won re-election to the Senate over Erik Fleming. However, there was essentially no polling of this race, so it isn't useful to us.)

Problem #2: Greener cherry-picks his data in literally every race. He isn't even subtle about it. Here is a good example:

How about Tennessee, where black Democrat Harold Ford was up against white Republican Bob Corker for Republican Bill Frist's old U.S. Senate seat? Harold Ford did slightly better than Steele and Blackwell. The day before the election, he was within a point of Corker, 47 to 48 with 5 percent undecided, according to OnPoint Polling. On Nov. 7, Corker got 50.7 percent of the vote, Ford got 48 and an assortment of independents took 1.3 percent. Ford was able to pick up one out of every five undecided voters.

OnPoint was the only polling firm to show the Tennessee race within 1 point on the eve of the election. Meanwhile, Gallup showed a 3-point lead for Corker, Rasmussen showed a 4-point lead for Corker, SurveyUSA and Pollmetrix showed 5-point leads, and Mason-Dixon showed a 12-point lead. Corker eventually won by 2.7 points, smaller than the margin predicted by all firms but OnPoint.

A more comprehensive way to look at this question would be to compare the performance of the black candidates against a more comprehensive set of polling, such as the Real Clear Politics averages. Here is what such a comparison reveals:

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There's More...

## ADVERTISEMENT

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Monday, October 27, 2008 10:30 AM  
To: AAPORNET@ASU.EDU  
Subject: Why Obama has to stay above 50 percent

Why Obama has to stay above 50 percent

Salon

<http://www.salon.com/opinion/feature/2008/10/27/undecideds/>

A GOP operative argues that in a race between a white and black candidate, "undecideds" vote white. Meaning, "undecideds" will break for McCain.

By Bill Greener

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SNIP

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101

Baltimore, MD 21209

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Date: Mon, 27 Oct 2008 11:02:41 -0400  
Reply-To: David Moore <dmoore62@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: David Moore <dmoore62@COMCAST.NET>  
Subject: Re: Why Obama has to stay above 50 percent  
Comments: To: Anna Greenberg <agreenberg@GQRR.COM>, AAPORNET@ASU.EDU  
In-Reply-To: <A596446760EC454295A8ADEC2961A62A039C1077@EVS1.GQRR.local>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

The under-performance of Republicans in 2006 was also evident in New Hampshire, where it seemed as though a last-minute wave of Democratic support hit the state -- boosting the two Democratic congressional candidates to victory (one of whom was trailing by several points in the last pre-election polls).

David W. Moore, Ph.D.

Senior Fellow, The Carsey Institute

University of New Hampshire

73 Main Street, Huddleston Hall

Durham, NH 03824

603.868.7002

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Anna Greenberg  
Sent: Monday, October 27, 2008 10:35 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Why Obama has to stay above 50 percent

From [www.fivethirtyeight.com](http://www.fivethirtyeight.com)

Bradley Effect? Or Elephant Effect?

I have received quite a number of requests for comment on the article published by Republican consultant Bill Greener at Salon.com. The article purports to find evidence of a "Bradley Effect" in Senate and Gubernatorial Elections in involving black candidates in 2006.

So, I'll comment on it.

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Date: Mon, 27 Oct 2008 11:26:12 -0400  
Reply-To: Anna Greenberg <agreenberg@GQRR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Anna Greenberg <agreenberg@GQRR.COM>  
Subject: Re: Why Obama has to stay above 50 percent  
Comments: To: jwerner@jwdp.com  
Comments: cc: AAPORNET@ASU.EDU  
In-Reply-To: <4905DA4C.1080706@jwdp.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

Jan, It actually says "From www.fivethirtyeight.com" right below my name. Next time I will also put in Nate's name. Thanks, Anna

-----Original Message-----

From: Jan Werner [mailto:jwerner@jwdp.com]  
Sent: Monday, October 27, 2008 11:12 AM  
To: Anna Greenberg  
Cc: AAPORNET@ASU.EDU  
Subject: Re: Why Obama has to stay above 50 percent

Since it was not made explicit in this post, I would like to clarify that this analysis of the Greener article on Salon should be credited to

Nate Silver (who runs the fivethirtyeight.com blog).

When posting third party articles or commentary, the name of the original author should always be provided.

Jan Werner

Anna Greenberg wrote:

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> published by Republican consultant Bill Greener at Salon.com. The

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> ADVERTISEMENT  
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> Subject: Why Obama has to stay above 50 percent  
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Date: Mon, 27 Oct 2008 11:27:49 -0400  
Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: Re: Why Obama staying above 50 percent is not the key question  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[A596446760EC454295A8ADEC2961A62A039C1077@EVS1.GQRR.local](mailto:A596446760EC454295A8ADEC2961A62A039C1077@EVS1.GQRR.local)>  
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Content-Transfer-Encoding: 7bit

The more important question is how did the remarkably effective Obama campaign manage to arrange for the election to occur just weeks after the worst economic crisis since the Great Depression?!

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> Subject: Why Obama has to stay above 50 percent

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Date: Mon, 27 Oct 2008 11:12:12 -0400  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Re: Why Obama has to stay above 50 percent  
Comments: To: Anna Greenberg <[agreenberg@GQRR.COM](mailto:agreenberg@GQRR.COM)>  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[A596446760EC454295A8ADEC2961A62A039C1077@EVS1.GQRR.local](mailto:A596446760EC454295A8ADEC2961A62A039C1077@EVS1.GQRR.local)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=US-ASCII; format=flowed  
Content-Transfer-Encoding: 7bit

Since it was not made explicit in this post, I would like to clarify that this analysis of the Greener article on Salon should be credited to Nate Silver (who runs the [fivethirtyeight.com](http://fivethirtyeight.com) blog).

When posting third party articles or commentary, the name of the original author should always be provided.

Jan Werner

---

Anna Greenberg wrote:

>>From www.fivethirtyeight.com

- >
- >
- > Bradley Effect? Or Elephant Effect?
- > I have received quite a number of requests for comment on the article
- > published by Republican consultant Bill Greener at Salon.com. The
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>  
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> would it?

>  
> There's More...

>  
>  
> ADVERTISEMENT

>  
>  
> -----Original Message-----

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

> Sent: Monday, October 27, 2008 10:30 AM

> To: AAPORNET@ASU.EDU

> Subject: Why Obama has to stay above 50 percent

>  
> Why Obama has to stay above 50 percent

>  
> Salon

>  
>  
> <http://www.salon.com/opinion/feature/2008/10/27/undecideds/>

>  
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>  
> A GOP operative argues that in a race between a white and black  
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>  
> By Bill Greener

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> But talk of miracles and head winds aside, I think John McCain really  
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> Barack Obama, as an African-American candidate for political office,  
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>  
> SNIP  
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Date: Mon, 27 Oct 2008 11:17:09 -0500  
Reply-To: "G. Donald Ferree, Jr." <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "G. Donald Ferree, Jr." <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>  
Subject: Re: Why Obama staying above 50 percent is not the key question  
Comments: To: [howard.schuman@UMICH.EDU](mailto:howard.schuman@UMICH.EDU)  
Comments: cc: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[4905DDF5.2010204@umich.edu](mailto:4905DDF5.2010204@umich.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1  
Content-Transfer-Encoding: 8bit

Leaving aside the "luck" for Obama (bolstered by his apparent success in  
convincing

much of the electorate that "Bush/McCain policies" were primarily at fault for what has happened), this whole matter might raise policy considerations about early voting. While it may well be that this year at least, it operates to "lower the threshold" for new voters actually to cast their first ballot and thus probably favors the Democrats, imagine if the financial news were only just now breaking, and large numbers of people had already cast their ballots and thus could not be affected by it.

This also plays into a related question concerning the "instant poll" much discussed on the list. Beyond all the appropriate questions about sample representativeness, what about temporal representativeness. Even if releases are fully forthcoming about when field work is conducted, it may well be that the "now" people see when reacting to such work is not the "now" when the questions were asked but the "now" when results are reported. Notice the stories "with only x days to go, Candidate X has a nine point lead over Candidate Y", suggesting that the sentiment reported in the poll characterizes current opinion when it really averages opinion over the earlier period of fieldwork. In many circumstances, this may not make a difference, but in fast moving campaigns conducted against a potentially rapidly developing backdrop, at the very least, some more caution about temporal representativeness might be in order.

Finally, one factor which may also be especially important this year is the apparently emerging consensus that the election is all but over and that Obama has things sewn up -- even many of the stories reporting McCain's insistence that he remains electable report this as they remind readers/viewers of the strong evidence to the contrary. Expected outcome can always have different impact on different people (vote with the winner, make sure one's minority views are stated, different senses of whether one's vote can/will shape the outcome, etc., etc.) so one would not argue for a unidirectional net impact of this expectation of a clear Obama victory. But this year, there is much talk of actual voting by many who have not previously voted, which group is generally considered to be disproportionately for the Illinois Senator. For some, a belief that the election may be over may stimulate a desire to say they were part of the winning team, but for others, perhaps many others, who have to meet that hurdle of actually getting to the

polls  
for the first time, the sense that what they want to happen will occur anyway,  
may  
lessen their incentive actually to turn out.

Don Ferree

> The more important question is how did the remarkably effective Obama  
> campaign manage to arrange for the election to occur just weeks after  
> the worst economic crisis since the Great Depression?!

>  
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>> ADVERTISEMENT

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>>

>> -----Original Message-----

>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

>> Sent: Monday, October 27, 2008 10:30 AM

>> To: AAPORNET@ASU.EDU

>> Subject: Why Obama has to stay above 50 percent

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>> Why Obama has to stay above 50 percent

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>> Salon

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>> <http://www.salon.com/opinion/feature/2008/10/27/undecideds/>

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>> By Bill Greener

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>> SNIP

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Date: Mon, 27 Oct 2008 13:48:17 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: McCain insists polls are misleading  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

McCain insists polls are misleading

Financial Times

By Daniel Dombey and Edward Luce in Washington=20

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[http://www.ft.com/cms/s/0/b97fd800-a398-11dd-942c-000077b07658.html?ncli ck\\_check=3D1](http://www.ft.com/cms/s/0/b97fd800-a398-11dd-942c-000077b07658.html?ncli ck_check=3D1)

=20

Published: October 26 2008 20:23 | Last updated: October 26 2008 22:13

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John McCain on Sunday warned Americans against the increasingly likely prospect of a Democratic takeover of Washington's two main branches of government next week, but insisted that opinion polls indicating a strong victory for Barack Obama were misleading.

=20

Mr McCain - who is trailing his rival by an average of seven to eight percentage points with eight days to go - would pull off the biggest electoral upset since 1948, when Harry S Truman beat Thomas Dewey, were he to win next week.

=20

Republican nominee, whose campaign has been increasingly beset by finger-pointing, internal leaks and reported rifts with Sarah Palin, his vice-presidential running mate, on Sunday said he trusted his senses, which told him the opinion polls were wrong.

=20

SNIP

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Leo G. Simonetta

Director of Research  
Art & Science Group  
6115 Falls Road, Suite 101=20  
Baltimore, MD 21209=20  
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Date: Tue, 28 Oct 2008 09:10:45 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Political Polling Sites Are in a Race of Their Own  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Political Polling Sites Are in a Race of Their Own

New York Times

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By BERNIE BECKER

WASHINGTON - The 2008 presidential campaign, now almost two years old, may be the most polled election in history, leading to the creation, and the increasing popularity, of Web sites that aggregate and average each day's wave of new polls so voters do not have to.

=20

RealClearPolitics.com, the most visited of those sites with about 140 million page views in September, reported the results of 36 presidential polls on Monday alone, including 7 national polls and 5 from Virginia.=20

=20

The sites also compile polls for Senate and House races as the Republicans seek to stop House Democrats from consolidating their 2006 gains and Senate Democrats from capturing a filibuster-proof 60 seats.

=20

"That's an enormous part of this phenomenon - no one has the time to collect all that information," said Mark Blumenthal, who started Pollster.com in 2006 with a University of Wisconsin professor, Charles Franklin. Many voters seem to agree. Noah Stern, 24, a supporter of Senator Barack Obama, the Democratic presidential nominee, said he checked RealClearPolitics.com about 10 times a day and another site, FiveThirtyEight.com, a few times as well, mostly because they have all the latest polling data in one place.

=20

SNIP

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<http://www.nytimes.com/2008/10/28/us/politics/28pollsite.html>

=20

or

=20

<http://tinyurl.com/5qk65v>

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Date: Tue, 28 Oct 2008 12:11:23 -0400  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing

Subject: Pollsters' "special sauce"  
Comments: To: AAPORNET <aapornet@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

From today's Boston Globe:

For pollsters, finding accurate sample is art and science  
Obama's lead fluctuates greatly

By Brian C. Mooney, Globe Staff | October 28, 2008

With a week before the election, Democratic presidential candidate Barack Obama has not trailed Republican John McCain in a national public poll in more than a month, but his lead fluctuates greatly in some surveys as pollsters mix art and science as they try to predict who will actually vote.

.....

The Globe interviewed five major pollsters yesterday and found that each has a wrinkle in methodology, a "special sauce," one pollster called it. There are different methods to identify likely voters, and most pollsters tweak the results to fit perceived models of demographic groups or party identification within the electorate.

.....

The full article, with quotes from Eric Neilsen (Gallup), John Zogby, Scott Rasmussen, Chris Anderson (Opinion Dynamics), and Ed Goetas (GWU/Battleground) can be read at:

[http://www.boston.com/news/politics/2008/articles/2008/10/28/for\\_pollsters\\_finding\\_accurate\\_sample\\_is\\_art\\_and\\_science/](http://www.boston.com/news/politics/2008/articles/2008/10/28/for_pollsters_finding_accurate_sample_is_art_and_science/)

or:

<http://tinyurl.com/5mx8tt>

Jan Werner

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Date: Tue, 28 Oct 2008 20:00:14 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: interviewer effects  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

One of my not-very-good grad students embarked upon a paper to test whether the race of interviewer mattered when asking about issues associated with certain racial or ethnic groups, and whether gender mattered when questions were about gendered issues. Using the ANES we were able to examine gender, but race kind of fell apart because of small sample size in single years for African-American interviewers, let alone same race interviewer-respondent pairs. The data prep work to pool multiple years was a lot more than she was capable of and I am interested in, given that it's not really my area of research. Also, to be really relevant it would have been cool to examine political candidates, i.e., Obama and Hillary Clinton not just attitudes about norms and values. There was a 'hillary clinton' thermometer, but we didn't see any differences there, but at the time of the survey she wasn't running for President.

But I wanted to share what we did find.

For the years 1996 and 2000, there were 4 gendered variables in the pre-survey:

- Hilary Clinton thermometer (0-100)
- Child Care - Federal Spending (increase, same, decrease)
- R Position 7pt Womens Equal Role Sc (1 = equal, 7 - 'women in the home')
- When Should Abortion Be Allowed (categorical but 1 to 4 from most to least restrictive rules)

We could identify female interviewers and respondents and so examine whether male respondents would answer differently if they were speaking to a female interviewer versus male, and similarly for female respondents.

For the means:

|                                | Clinton | Abortion | Roles  |
|--------------------------------|---------|----------|--------|
| Childcare                      |         |          |        |
| Male R's: Sex of Interviewer   | ns      | p<.05    | p<.001 |
| ns                             |         |          |        |
| Female R's: Sex of Interviewer | p<.06   | ns       | ns ns  |
| (two-tailed t-test)            |         |          |        |

Comments:

1. Women rated Clinton higher (59.8 to 55.9) when speaking to a male interviewer. Men did too, but the p-value was much lower.
2. Men were more supportive of abortion rights when speaking to female interviewers compared to men (2.72 v. 2.91).
3. Men speaking to male interviewers were much more inclined to think women should be at home instead of having equal roles (2.62 versus 2.19) but it was not significant for female respondents regardless of interviewer sex.

Crosstabs:

Here's my notes on these:

1. 17.8% of men speaking to male interviewers gave the 5,6,7 values for Equal Roles (that is, the most agreeing that her place is in the home) compared to 8.9% of men speaking to female interviewers.
2. Even though overall a smaller percentage of men compared to women said abortion should never be permitted (10.3% versus 13.5%), when speaking to male interviewers, 14.2% of men said it should never be permitted compared

to 9.7% of men speaking to female interviewers.

Now, I'm not all that familiar with the ANES and I know many of you in aapornetland definitely are, and perhaps could shoot holes through this but it does suggest something is going on. I wonder if those of you who have been conducting tracking polls on Obama and McCain could take a look at this phenomenon. (I even have a lit review on social desirability effects from my student.)

-leora

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"Custom Social Science and Consumer Behavior Research"  
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(510) 548-6174; fax (510) 548-6175; cell (510) 928-7572  
www.techsociety.com  
Yahoo Messenger: leora\_lawton

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Date: Wed, 29 Oct 2008 05:34:25 -0400  
Reply-To: Eric Plutzer <exp12@PSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Eric Plutzer <exp12@PSU.EDU>  
Subject: Visits to museums & zoos  
Comments: To: AAPORNET <AAPORNET@ASU.EDU>  
In-Reply-To: AAPORNET%200810282100011039.F131@LISTS.ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8

Colleagues,

I have searched unsuccessfully for national estimates of the number of people who have visited a museum (ideally, broken down to identify science or natural history museums) and/or zoo. Time frame (last year, last five years, ever) is not particularly important, nor do the data need to be especially recent.

If anyone on the list has ever included such a question in their own surveys, or could refer me to a relevant report or website I would be grateful.

- Eric

~ ~ ~ ~ ~  
Eric Plutzer, Guest Researcher (until Aug 2009)  
Wissenschaftszentrum Berlin für Sozialforschung  
Reichpietschufer 50  
10785 Berlin  
Tel: +49-30-25491-375

and  
Academic Director, Survey Research Center  
The Pennsylvania State University

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Date: Wed, 29 Oct 2008 09:18:29 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Accuracy Of Polls a Question In Itself  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Accuracy Of Polls a Question In Itself

Skeptics Challenge Assumptions Made

=20

By Michael Abramowitz

Washington Post Staff Writer

Wednesday, October 29, 2008; A02

=20

Could the polls be wrong?

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Sen. John McCain and his allies say that they are. The country, they say, could be headed to a 2008 version of the famous 1948 upset election, with McCain in the role of Harry S. Truman and Sen. Barack Obama as Thomas E. Dewey, lulled into overconfidence by inaccurate polls.

=20

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Few analysts outside the McCain campaign appear to share this view. And pollsters this time around will not make the mistake that the Gallup organization made 60 years ago -- ending their polling more than a week before the election and missing a last-minute surge in support for Truman. Every day brings dozens of new state and national presidential

polls, a trend that is expected to continue up to Election Day.

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Still, there appears to be an undercurrent of worry among some polling professionals and academics. One reason is the wide variation in Obama leads: Just yesterday, an array of polls showed the Democrat leading by as little as two points and as much as 15 points. The latest Washington Post-ABC News tracking poll showed the race holding steady, with Obama enjoying a lead of 52 percent to 45 percent among likely voters.

=20

SNIP

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

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Reply-To: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <[pxm1@CDC.GOV](mailto:pxm1@CDC.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <[pxm1@CDC.GOV](mailto:pxm1@CDC.GOV)>  
Subject: Federal Government Position Announcement--Atlanta, GA  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: quoted-printable

Health Scientist, GS-0601-12/13=20  
SALARY RANGE: 67,693.00 - 104,652.00 USD per year OPEN PERIOD:



Wednesday, October 29, 2008

to Wednesday, November 12, 2008=09

SERIES & GRADE: GS-0601-12/13 POSITION INFORMATION: Full-Time

Permanent=09

PROMOTION POTENTIAL: 13 DUTY LOCATIONS: 2 vacancies - Atlanta, GA =09

WHO MAY BE CONSIDERED:=20

Applications will be accepted from any U.S.=20

citizen (including those with Federal status and=20

those eligible for special hiring authorities). =09

Incumbent serves as a health scientist designing and implementing evaluation studies of tobacco use, prevention and control programs. This job is located at the Centers for Disease Control and Prevention (CDC), Coordinating Center for Health Promotion (CCHP), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Office on Smoking and Health (OSH), Epidemiology Branch (EB), Atlanta, GA.=20

[http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=3D77044529&AVSDM=3D2008=](http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=3D77044529&AVSDM=3D2008=%2D)

[%2D10%2D29+00%3A03%3A01&Logo=3D0&q=3Dhealth+scientist&sort=3Drv&jbf574=3DHE3=](http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=3D77044529&AVSDM=3D2008=%2D10%2D29+00%3A03%3A01&Logo=3D0&q=3Dhealth+scientist&sort=3Drv&jbf574=3DHE3=5,HE39&)

[5,HE39&](http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=3D77044529&AVSDM=3D2008=%2D10%2D29+00%3A03%3A01&Logo=3D0&q=3Dhealth+scientist&sort=3Drv&jbf574=3DHE3=5,HE39&)

[brd=3D3876&vw=3Dd&ss=3D0&CustomApplicant=3D15510,15512,15513,15514,15515,=](http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=3D77044529&AVSDM=3D2008=%2D10%2D29+00%3A03%3A01&Logo=3D0&q=3Dhealth+scientist&sort=3Drv&jbf574=3DHE3=5,HE39&)

[15516,1](http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=3D77044529&AVSDM=3D2008=%2D10%2D29+00%3A03%3A01&Logo=3D0&q=3Dhealth+scientist&sort=3Drv&jbf574=3DHE3=5,HE39&)

MAJOR DUTIES:=20

The incumbent designs and implements evaluation studies of tobacco=20

use, prevention and control programs, or other chronic disease=20

program. Provides leadership in evaluation design, implementation,=20

and research to develop and evaluate effective, data-driven public=20

health programs, interventions, and policies that prevent=20

initiation, promote cessation, and eliminate exposure to=20

environmental tobacco smoke. The incumbent has knowledge and=20

experience in data collection and evaluation research related to=20

the behavioral aspects of tobacco use or other chronic diseases. =20

Develops and tests strategies to more fully understand the=20

behavioral/sociological factors that contribute to tobacco use and=20

those behavioral/sociological factors that contribute to the=20

prevention, initiation, and successful treatment of tobacco use=20

through studies which focus on the effectiveness of intervention=20

strategies. Provides technical expertise regarding evaluation=20

design and implementation and risk factors and chronic diseases=20

related to tobacco use to state and local health department staff as=20

well as other partners. Provides guidance to managers and=20

scientists on the development of research and analysis plans=20

regarding best practices within complex multi-factorial tobacco=20

control interventions through conceptualization, implementation, and=20

analysis of program evaluations focused on tobacco use prevention=20

and control programs. Develops relationships with researchers to=20

design coordinated evaluation strategies to assess the efficacy of=20

comprehensive tobacco control programs nationwide by providing=20

behavioral science expertise as part of a multi-disciplinary team. =20

Develops and/or provides substantive input into the development of=20

evaluation courses and educational materials for policy makers and=20

health professionals at the nation, State and local level. Oversees=20

public health programs or study cooperative agreements, contracts,=20

or grants specific to tobacco with full responsibility for carrying=20

out all monitoring and management duties.

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Date: Wed, 29 Oct 2008 09:35:59 -0400  
Reply-To: David Wilson <[dcwilson@UDEL.EDU](mailto:dcwilson@UDEL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: David Wilson <[dcwilson@UDEL.EDU](mailto:dcwilson@UDEL.EDU)>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E521684C08B3B@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684C08B3B@exchange.local.artscience.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

AAPORNETers,

It is becoming quite clear that we need to purchase our own "30 minute spot" (or two) on national network and cable channels to inform both media and the public about survey methods and polling. Move over Obama. What's the AAPOR budget looking like?

I'm joking...

But, in all seriousness, the increased polling and attention to it raises some questions about our organizational focus.

Should we have workshops for the print and news media on how to not only read, but analyze public opinion data? What about for citizen groups? Public education literature?

Has AAPOR ever considered a broader civic roll (e.g., technical assistance or training)? I'm just curious.

This is all pie in the sky thinking (and not necessarily ideological), but perhaps we need to do more "outreach" as a national, and regional, organization.

David

David C. Wilson, PhD  
Assistant Professor  
Department of Political Science &  
International Relations  
Department of Psychology  
University of Delaware

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Wednesday, October 29, 2008 9:18 AM  
To: AAPORNET@ASU.EDU  
Subject: Accuracy Of Polls a Question In Itself

Accuracy Of Polls a Question In Itself

Skeptics Challenge Assumptions Made

By Michael Abramowitz

Washington Post Staff Writer

Wednesday, October 29, 2008; A02

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SNIP

[http://www.washingtonpost.com/wp-dyn/content/article/2008/10/28/AR2008102803675\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2008/10/28/AR2008102803675_pf.html)

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Leo G. Simonetta  
Director of Research  
Art & Science Group  
6115 Falls Road, Suite 101  
Baltimore, MD 21209

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Date: Wed, 29 Oct 2008 08:43:43 -0500  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Allan L. McCutcheon" <[amccutch@UNLSERVE.UNL.EDU](mailto:amccutch@UNLSERVE.UNL.EDU)>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: David Wilson <[dcwilson@UDEL.EDU](mailto:dcwilson@UDEL.EDU)>  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[001801c939cb\\$47472900\\$d5d57b00\\$@edu](mailto:001801c939cb$47472900$d5d57b00$@edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; DelSp="Yes"; format="flowed"  
Content-Disposition: inline  
Content-Transfer-Encoding: 8bit

Well said, David!

--  
Donald O. Clifton Chair of Survey Science  
Professor of Statistics &  
Survey Research and Methodology  
tel. +402.458.2036  
fax +402.458.2038

Quoting David Wilson <dcwilson@UDEL.EDU>:

> AAPORNETers,  
>  
> It is becoming quite clear that we need to purchase our own "30 minute spot"  
> (or two) on national network and cable channels to inform both media and the  
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> David  
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> David C. Wilson, PhD  
> Assistant Professor  
> Department of Political Science &  
> International Relations  
> Department of Psychology  
> University of Delaware  
>  
>  
>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
> Sent: Wednesday, October 29, 2008 9:18 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Accuracy Of Polls a Question In Itself  
>  
> Accuracy Of Polls a Question In Itself  
>  
> Skeptics Challenge Assumptions Made  
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>  
> By Michael Abramowitz  
>  
> Washington Post Staff Writer  
>  
> Wednesday, October 29, 2008; A02  
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>  
> SNIP

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> Leo G. Simonetta  
>  
> Director of Research  
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> Art & Science Group  
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> 6115 Falls Road, Suite 101  
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> Baltimore, MD 21209

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Date: Wed, 29 Oct 2008 09:51:36 -0400  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <[pxm1@CDC.GOV](mailto:pxm1@CDC.GOV)>  
Subject: Federal Government Position Announcement--Atlanta, GA (Resent)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[F4958D8F45DE04498F1038DD942F3977027C2665@LTA3VS011.ees.hhs.gov](mailto:F4958D8F45DE04498F1038DD942F3977027C2665@LTA3VS011.ees.hhs.gov)>  
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Hopefully, this link will work.

Health Scientist, GS-0601-12/13  
SALARY RANGE: 67,693.00 - 104,652.00 USD per year OPEN PERIOD:  
Wednesday, October 29, 2008  
to Wednesday, November 12, 2008  
SERIES & GRADE: GS-0601-12/13 POSITION INFORMATION: Full-Time  
Permanent  
PROMOTION POTENTIAL: 13 DUTY LOCATIONS: 2 vacancies - Atlanta, GA  
WHO MAY BE CONSIDERED:

Applications will be accepted from any U.S. citizen (including those with Federal status and those eligible for special hiring authorities).  
Incumbent serves as a health scientist designing and implementing evaluation studies of tobacco use, prevention and control programs. This job is located at the Centers for Disease Control and Prevention (CDC), Coordinating Center for Health Promotion (CCHP), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Office on Smoking and Health (OSH), Epidemiology Branch (EB), Atlanta, GA.

<http://jobsearch.usajobs.opm.gov/getjob.asp?JobID=77044529&AVSDM=2008%2D10%2D29+00%3A03%3A01&Logo=0&q=health+scientist&sort=rv&jbf574=HE35,HE39&brd=3876&vw=d&ss=0&CustomApplicant=15510,15512,15513,15514,15515,15516,15523,15669,29555,45575,29556&caller=/index.asp>

MAJOR DUTIES:

The incumbent designs and implements evaluation studies of tobacco use, prevention and control programs, or other chronic disease program. Provides leadership in evaluation design, implementation, and research to develop and evaluate effective, data-driven public health programs, interventions, and policies that prevent initiation, promote cessation, and eliminate exposure to environmental tobacco smoke. The incumbent has knowledge and experience in data collection and evaluation research related to the behavioral aspects of tobacco use or other chronic diseases.

Develops and tests strategies to more fully understand the behavioral/sociological factors that contribute to tobacco use and those behavioral/sociological factors that contribute to the prevention, initiation, and successful treatment of tobacco use through studies which focus on the effectiveness of intervention strategies. Provides technical expertise regarding evaluation design and implementation and risk factors and chronic diseases related to tobacco use to state and local health department staff as well as other partners. Provides guidance to managers and scientists on the development of research and analysis plans regarding best practices within complex multi-factorial tobacco control interventions through conceptualization, implementation, and analysis of program evaluations focused on tobacco use prevention and control programs. Develops relationships with researchers to design coordinated evaluation strategies to assess the efficacy of comprehensive tobacco control programs nationwide by providing behavioral science expertise as part of a multi-disciplinary team. Develops and/or provides substantive input into the development of evaluation courses and educational materials for policy makers and health professionals at the nation, State and local level. Oversees public health programs or study cooperative agreements, contracts, or grants specific to tobacco with full responsibility for carrying out all monitoring and management duties.

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Date: Wed, 29 Oct 2008 07:02:42 -0700  
Reply-To: Douglas Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Douglas Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[3248A9B21DD5574785FE5E2C8E521684C08B3B@exchange.local.artsience.com](mailto:3248A9B21DD5574785FE5E2C8E521684C08B3B@exchange.local.artsience.com)>



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Content-Transfer-Encoding: 7bit

Does the Post reporter read his own paper's polls? ABC/Washington Post had a 54-43 lead on both October 21 and 22, so it's hardly accurate to say "The latest Washington Post-ABC News tracking poll showed the race holding steady, with Obama enjoying a lead of 52 percent to 45 percent among likely voters."

On Oct 29, 2008, at 6:18 AM, Leo Simonetta wrote:

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- > By Michael Abramowitz
- >
- > Washington Post Staff Writer
- >
- > Wednesday, October 29, 2008; A02
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> SNIP  
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> [http://www.washingtonpost.com/wp-dyn/content/article/2008/10/28/AR2008102803675\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2008/10/28/AR2008102803675_pf.html)  
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> Leo G. Simonetta  
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> Director of Research  
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> Art & Science Group  
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> 6115 Falls Road, Suite 101  
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> Baltimore, MD 21209  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<001801c939cb\$47472900\$d5d57b00\$@edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

In addition to the Polls and Survey FAQs on the AAPOR front page this year  
AAPOR launched a Journalist Education Partnership with the Poynter Institute

<http://www.aapor.org/aaporlaunchesjournalisteducationpartnershipwithpoynter2>

" AAPOR is proud to announce the launch of Part One of our journalist education program developed in partnership with the Poynter Institute's prestigious News University (NewsU), which is funded by a grant from the John S. and James L. Knight Foundation. "Understanding and Interpreting Polls" is a free, interactive course that will help journalists tell the legitimate numbers from the sloppy surveys, as well as effectively evaluate polling methods. And it is the first of several courses AAPOR is developing in partnership with the Poynter Institute as we gear up for the 2008 presidential election."

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

-----Original Message-----  
From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of David Wilson  
Sent: Wednesday, October 29, 2008 9:36 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: Accuracy Of Polls a Question In Itself

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Has AAPOR ever considered a broader civic roll (e.g., technical assistance or training)? I'm just curious.

This is all pie in the sky thinking (and not necessarily ideological), but perhaps we need to do more "outreach" as a national, and regional, organization.

David

David C. Wilson, PhD  
Assistant Professor  
Department of Political Science &  
International Relations  
Department of Psychology  
University of Delaware

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Wednesday, October 29, 2008 9:18 AM  
To: AAPORNET@ASU.EDU  
Subject: Accuracy Of Polls a Question In Itself

Accuracy Of Polls a Question In Itself

Skeptics Challenge Assumptions Made

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Washington Post Staff Writer

Wednesday, October 29, 2008; A02

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Reply-To: Jack Clark <[jclark@CLARKANDCHASE.COM](mailto:jclark@CLARKANDCHASE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jack Clark <[jclark@CLARKANDCHASE.COM](mailto:jclark@CLARKANDCHASE.COM)>  
Subject: Re: Visits to museums & zoos  
Comments: To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

Please include me in your response. Thanks. Jack Clark

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Clark & Chase Research, Inc.  
PO Box 49215  
Charlotte, NC 28277-3432  
704.998.9661  
[jclark@clarkandchase.com](mailto:jclark@clarkandchase.com)

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From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Eric Plutzer  
Sent: Wednesday, October 29, 2008 5:34 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Visits to museums & zoos

Colleagues,

I have searched unsuccessfully for national estimates of the number of people who have visited a museum (ideally, broken down to identify science or natural history museums) and/or zoo. Time frame (last year, last five years, ever) is not particularly important, nor do the data need to be especially recent.

If anyone on the list has ever included such a question in their own surveys, or could refer me to a relevant report or website I would be grateful.

- Eric

~~~~~  
Eric Plutzer, Guest Researcher (until Aug 2009) Wissenschaftszentrum Berlin  
für Sozialforschung Reichpietschufer 50

10785 Berlin  
Tel: +49-30-25491-375

and  
Academic Director, Survey Research Center The Pennsylvania State University

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: David Wilson <[dcwilson@UDEL.EDU](mailto:dcwilson@UDEL.EDU)>  
Subject: Point of clarification  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E521684C08B46@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684C08B46@exchange.local.artscience.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

I've received a couple of emails indicating the things that AAPOR does with Poynter. I've actually used this information with my American government, and public opinion courses. I've also consulted with the Knight Foundation on projects in the past.

But my real curiosity is should AAPOR do "more" "outreach?" A broader role.

Just wanted to clarify (and sorry to beat a live horse).

Thanks for the forum.

David

-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta  
Sent: Wednesday, October 29, 2008 10:04 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: Accuracy Of Polls a Question In Itself

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Department of Psychology  
University of Delaware



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Date: Wed, 29 Oct 2008 11:15:23 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Undecided Voters May Already Have Decided, Study Suggests  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Undecided Voters May Already Have Decided, Study Suggests

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ScienceDaily (Oct. 29, 2008) -=20

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<http://www.sciencedaily.com/releases/2008/10/081028184752.htm>

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Do "undecided" voters actually make their choices before they realize? That is a question University of Virginia psychology professor Brian Nosek and his colleagues are trying to answer.

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"Many people, especially early in the political process, declare themselves as undecided," Nosek said. "But while they have consciously said that they are undecided, they unconsciously may have already made a choice."

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And in a close election, undecided voters may determine the outcome the moment they make their decisions known on Election Day.

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SNIP

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Date: Wed, 29 Oct 2008 10:29:38 -0500  
Reply-To: Nancy A Mathiowetz <nancym2@UWM.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy A Mathiowetz <nancym2@UWM.EDU>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: David Wilson <dcwilson@UDEL.EDU>  
Comments: cc: AAPORNET@ASU.EDU  
In-Reply-To:  
<1271884553.772651225294071520.JavaMail.root@mail04.pantherlink.uwm.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 7bit

Dear David and Fellow AAPORites:

The collaboration with Poynter/NewsU, the restructuring of our web site, the hiring of a communications director (albeit currently unfilled) and other outreach efforts to the media were all steps taken to provide information to journalists as well as the general public concerning our profession. If you look at the Long Range Plan (developed and adopted under Cliff Zukin's watch), it clearly calls for a more active role by AAPOR in this capacity. We continue to struggle with this role, given our current structure of the Executive Council and are limited dedicated staff support.

Any and all suggestions about how to best serve this mission are always welcomed!

Warm Regards,

Nancy A. Mathiowetz  
Past President, AAPOR

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Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Poll Power  
Comments: To: AAPORNET@ASU.EDU  
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Content-Transfer-Encoding: quoted-printable

Poll Power

by Scott Keeter=20  
The Wilson Quarterly

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unanimous poll results predicting a Barack Obama victory (by an average of eight points) on the heels of Senator Obama's surprising triumph in the Iowa caucuses, Hillary Clinton was going to emerge the -winner.

=20

The New Hampshire debacle was not the most significant failure in the history of public-opinion polling, but it joined a list of major embarrassments that includes the disastrous Florida exit polling in the 2000 presidential election, which prompted several networks to project an Al Gore victory, and the national polls in the 1948 race, which led to perhaps the most famous headline in U.S. political history: "Dewey Defeats Truman." After intense criticism for previous failures and equally intense efforts by pollsters to improve their techniques, this was not supposed to -happen.

=20

SNIP

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: Poll Power  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: [A<3248A9B21DD5574785FE5E2C8E521684C08B63@exchange.local.artsience.com>](mailto:A<3248A9B21DD5574785FE5E2C8E521684C08B63@exchange.local.artsience.com>)  
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[http://www.wilsoncenter.org/index.cfm?fuseaction=wq.essay&essay\\_id=47892](http://www.wilsoncenter.org/index.cfm?fuseaction=wq.essay&essay_id=47892)

3

or

<http://tinyurl.com/5dcee3>

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Leo G. Simonetta  
Director of Research  
Art & Science Group  
6115 Falls Road, Suite 101  
Baltimore, MD 21209

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Wednesday, October 29, 2008 11:42 AM  
To: AAPORNET@ASU.EDU  
Subject: Poll Power

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Pollack, Lance" <[Lance.Pollack@UCSF.EDU](mailto:Lance.Pollack@UCSF.EDU)>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
[A<930133163.773401225294178728.JavaMail.root@mail04.pantherlink.uwm.edu>](mailto:A<930133163.773401225294178728.JavaMail.root@mail04.pantherlink.uwm.edu>)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

The problem you are always going to have with the press and the public is that presidential polling seems straightforward but is not. Why do the numbers vary? Well, the denominators vary (all adults, registered voters, likely voters) although even denominators with the same label may vary widely (specifically, the definition of a likely voter, e.g., you cannot have a likely "new" voter if the definition of likely voter includes previous voting behavior). The quality of the sample varies based on sampling and calling methodologies that cannot be reduced to easily digestible bullet points. Throw in the "secret formulas" for weighting the sample and it may come down to no two polls are actually alike. And all this to understand polls that do NOT predict the electoral outcome because in truth each state is its own race. Obama winning Illinois by 10-15-20 points or McCain winning Arizona by the same margin will not help them in any other state.

The real issue, which is not unique to this subject matter but instead is true for all publicly disseminated information, is to get the public and the press AND pollsters to look at each poll critically. Don't just accept or reject, and you don't have to be automatically skeptical. Simply ask yourself the same reasonable questions (who funded it, who ran it, how was it done, what were the questions, how many people participated, when was the data collected, etc.) and evaluate the information with a critical eye.

We are all guilty of reading something and immediately saying "Exactly!" or "That's bull!". Actually, there is nothing really wrong with that. Where we go wrong is when we don't go back and think critically about what was reported. If you find critical flaws in what was done (not in the RESULT, but in what was DONE), then the information should be rejected, or if not rejected, then taken with a grain of salt. If the information needed to make a determination is unavailable, then skepticism is probably a reasonable response. These are really the precepts underlying the AAPOR rules for disclosing results.

I think the tack to take is to encourage the press to do more critical thinking. This used to be what columnists and editorials were for, but apparently no longer.

Lance M. Pollack, PhD  
University of California, San Francisco  
Center for AIDS Prevention Studies (CAPS)  
50 Beale Street, Suite 1300  
San Francisco, CA 94105  
tel: 415-597-9302  
fax: 415-597-9213  
email: Lance.Pollack@ucsf.edu

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nancy A Mathiowetz  
Sent: Wednesday, October 29, 2008 8:30 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Accuracy Of Polls a Question In Itself

Dear David and Fellow AAPORites:

The collaboration with Poynter/NewsU, the restructuring of our web site, the hiring of a communications director (albeit currently unfilled) and other outreach efforts to the media were all steps taken to provide information to journalists as well as the general public concerning our profession. If you look at the Long Range Plan (developed and adopted under Cliff Zukin's watch), it clearly calls for a more active role by AAPOR in this capacity. We continue to struggle with this role, given our current structure of the Executive Council and are limited dedicated staff support.

Any and all suggestions about how to best serve this mission are always welcomed!

Warm Regards,

Nancy A. Mathiowetz  
Past President, AAPOR

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=====

Date: Wed, 29 Oct 2008 12:24:46 -0400  
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Howard Fienberg <hfienberg@CMOR.ORG>  
Subject: "The Poll-of-Polls Problem"  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

"Today, I'm going to resume the discussion of polling problems by looking at the media's new tactic of using polls-of-polls to resolve the sometimes conflicting information from polls that get reported on an hourly basis."

=20  
<http://www.overdetermined.net/site/content/poll-polls-problem>

=20  
=20  
Cheers,  
Howard Fienberg =20  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research

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Date: Wed, 29 Oct 2008 09:48:00 -0700  
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <lawton@TECHSOCIETY.COM>  
Subject: Re: interviewer effects  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

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](http://www.techsociety.com)

It was brought to my attention that my comment about 'not very good grad student' didn't sound very good to the grad students on this list and I want to apologize for that unintended slight. What I meant was a reason for my not pursuing this research. Here's what I mean by a good grad student: attends all the classes, completes all assignments and turns them in on time, doesn't do email or messaging during seminar, considers all classes to be building blocks for their dissertation and/or profession.

Note that I didn't say "does flawless, scintillating, cutting edge research"  
Hard to do even with the degree, let alone before.

Again, my apologies for any discomfort,  
Leora Lawton

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=====  
Date: Wed, 29 Oct 2008 12:22:38 -0700  
Reply-To: Douglas Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Douglas Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Subject: Re: Accuracy Of Polls a Question In Itself  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Comments: cc: Scott F Clement <[sfcpoll@gmail.com](mailto:sfcpoll@gmail.com)>  
In-Reply-To: <[e0c31b600810291210h1bae63f0u391302d663e12c56@mail.gmail.com](mailto:e0c31b600810291210h1bae63f0u391302d663e12c56@mail.gmail.com)>  
Mime-Version: 1.0 (Apple Message framework v929.2)  
Content-Type: text/plain; charset=US-ASCII; format=flowed; delsp=yes  
Content-Transfer-Encoding: 7bit

Except that they are reporting 4 day moving averages, so it pretty  
much has to "hold steady" over a 3 day period.

On Oct 29, 2008, at 12:10 PM, Scott F Clement wrote:

> In fact, the margin had been 52-45 for three straight days, so the  
> poll had been "holding steady." That's surely holding steady when  
> compared with other daily trackers that are always moving one way or  
> the other.

>  
>  
> On 10/29/08, Douglas Rivers <[doug@polimetrix.com](mailto:doug@polimetrix.com)> wrote:  
> Does the Post reporter read his own paper's polls? ABC/Washington  
> Post had a 54-43 lead on both October 21 and 22, so it's hardly  
> accurate to say "The latest Washington Post-ABC News tracking poll  
> showed the race holding steady, with Obama  
> enjoying a lead of 52 percent to 45 percent among likely voters."

>  
>  
> On Oct 29, 2008, at 6:18 AM, Leo Simonetta wrote:

>  
> Accuracy Of Polls a Question In Itself  
>  
> Skeptics Challenge Assumptions Made

>  
>  
> By Michael Abramowitz

>  
> Washington Post Staff Writer

>

> Wednesday, October 29, 2008; A02

>

>

>

> Could the polls be wrong?

>

>

>

> Sen. John McCain and his allies say that they are. The country, they  
> say, could be headed to a 2008 version of the famous 1948 upset  
> election, with McCain in the role of Harry S. Truman and Sen. Barack  
> Obama as Thomas E. Dewey, lulled into overconfidence by inaccurate  
> polls.

>

>

>

> "We believe it is a very close race, and something that is frankly  
> very  
> winnable," Sarah Simmons, director of strategy for the McCain  
> campaign,  
> said yesterday.

>

>

>

> Few analysts outside the McCain campaign appear to share this view.

> And

> pollsters this time around will not make the mistake that the Gallup  
> organization made 60 years ago -- ending their polling more than a  
> week

> before the election and missing a last-minute surge in support for  
> Truman. Every day brings dozens of new state and national presidential  
> polls, a trend that is expected to continue up to Election Day.

>

>

>

> Still, there appears to be an undercurrent of worry among some polling  
> professionals and academics. One reason is the wide variation in Obama  
> leads: Just yesterday, an array of polls showed the Democrat leading  
> by

> as little as two points and as much as 15 points. The latest

> Washington

> Post-ABC News tracking poll showed the race holding steady, with Obama  
> enjoying a lead of 52 percent to 45 percent among likely voters.

>

>

>

> SNIP

>

>

>

> [http://www.washingtonpost.com/wp-dyn/content/article/2008/10/28/AR2008102803675\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2008/10/28/AR2008102803675_pf.html)

>

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>

> --  
>  
> Leo G. Simonetta  
>  
> Director of Research  
>  
> Art & Science Group  
>  
> 6115 Falls Road, Suite 101  
>  
> Baltimore, MD 21209  
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>  
> Douglas Rivers, Ph.D.  
> President & CEO  
> YouGov/Polimetrix  
> 285 Hamilton Ave. Suite 200  
> Palo Alto, CA 94301  
> (650) 462-8002 (direct)  
> (650) 462-8422 (fax)  
> [doug@polimetrix.com](mailto:doug@polimetrix.com)  
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Douglas Rivers, Ph.D.  
President & CEO  
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285 Hamilton Ave. Suite 200  
Palo Alto, CA 94301  
(650) 462-8002 (direct)  
(650) 462-8422 (fax)  
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Date: Wed, 29 Oct 2008 16:13:57 -0400  
Reply-To: Joyce Rachelson <j.rachels@EARTHLINK.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Joyce Rachelson <j.rachels@EARTHLINK.NET>  
Subject: Re: Visits to museums & zoos  
Comments: To: Eric Plutzer <exp12@PSU.EDU>  
Comments: cc: aapornet@asu.edu  
In-Reply-To: <1225272865l.1454214l.0l@psu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=UTF-8; format=flowed  
Content-Transfer-Encoding: 8bit

I'm forwarding your inquiry to Ron Erdman, Deputy Dir. for the Office and Travel and Tourism Industries, in Washington. Hopefully, he'll be able to answer your question or know someone who can.

Joyce Rachelson, PRC  
Ocucom

Eric Plutzer wrote:

> Colleagues,  
>  
> I have searched unsuccessfully for national estimates of the number of  
people  
> who have visited a museum (ideally, broken down to identify science or  
natural  
> history museums) and/or zoo. Time frame (last year, last five years, ever)  
is  
> not particularly important, nor do the data need to be especially recent.  
>  
> If anyone on the list has ever included such a question in their own  
surveys,  
> or could refer me to a relevant report or website I would be grateful.  
>  
> - Eric  
> ~~~~~  
> Eric Plutzer, Guest Researcher (until Aug 2009)  
> Wissenschaftszentrum Berlin für Sozialforschung  
> Reichpietschufer 50  
> 10785 Berlin  
> Tel: +49-30-25491-375  
>  
> and  
> Academic Director, Survey Research Center  
> The Pennsylvania State University  
>  
>  
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Date: Wed, 29 Oct 2008 16:42:28 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Early Voting and Exit Polls  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Early Voting and Exit Polls

NY Times

=20

<http://thecaucus.blogs.nytimes.com/2008/10/29/early-voting-and-exit-polls/>

or

<http://tinyurl.com/6xx6nq>

=20

=20

With millions of people taking advantage of early voting in states across the country, election experts have been examining the data available and discussing the impact on next Tuesday's exit poll results and, ultimately, the election itself.=20

=20

Some analysts are projecting that early voting will amount to more than 30 percent of the total turnout this election. And more than 30 states now have some form of early voting, with much of it continuing through this week and long lines reported in many of them.=20

=20

SNIP

=20

Joe Lenski, the executive vice president of Edison Media Research and Mitofsky International, which conducts the exit polls for a consortium of news organizations, said the group has already expanded its plans for telephone surveys of early voters to 18 this year from a dozen states in 2004. The states are selected based on their competitiveness in the election and on their high rates of voters who cast ballots before Election Day.=20

=20

SNIP

=20

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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=====  
Date: Wed, 29 Oct 2008 17:00:41 -0400  
Reply-To: "Chase H. Harrison" <[CHarrison@GOV.HARVARD.EDU](mailto:CHarrison@GOV.HARVARD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Chase H. Harrison" <[CHarrison@GOV.HARVARD.EDU](mailto:CHarrison@GOV.HARVARD.EDU)>  
Organization: Harvard University  
Subject: Re: Visits to museums & zoos  
Comments: To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>, [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[1225272865l.1454214l.0l@psu.edu](mailto:1225272865l.1454214l.0l@psu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=UTF-8; format=flowed  
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CPANDA, the Cultural Policy & the Arts National Data Archive, is a great source for existing survey data about the arts, including museums, and so forth. I'm not sure if they will have data for all the specifics, but it's a wonderful resource.

<http://www.cpanda.org/>

You might find relevant data in the following studies archived there, among others:

National Social Survey: Arts and Culture Survey Series [United States]

--

Chase H. Harrison, Ph.D.

Preceptor in Survey Research

Department of Government  
Harvard University

1737 Cambridge St.

Cambridge, MA 02138

(617) 384-7251 [Voice]

(617) 495-0438 [FAX]

Email: CHarrison@gov.harvard.edu <mailto:CHarrison@gov.harvard.edu>

Harvard Program on Survey Research

<http://www.iq.harvard.edu/psr/>

Eric Plutzer wrote:

> Colleagues,

>

> I have searched unsuccessfully for national estimates of the number of people

> who have visited a museum (ideally, broken down to identify science or natural

> history museums) and/or zoo. Time frame (last year, last five years, ever) is

> not particularly important, nor do the data need to be especially recent.

>

> If anyone on the list has ever included such a question in their own surveys,

> or could refer me to a relevant report or website I would be grateful.

>

> - Eric

> ~~~~~

> Eric Plutzer, Guest Researcher (until Aug 2009)

> Wissenschaftszentrum Berlin für Sozialforschung

> Reichpietschufer 50



> 10785 Berlin  
> Tel: +49-30-25491-375  
>  
> and  
> Academic Director, Survey Research Center  
> The Pennsylvania State University  
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Date: Wed, 29 Oct 2008 21:02:37 -0400  
Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: the role of ethnicity in voting  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Please excuse this entirely non-partisan mention of a website that shows how ethnicity can be used used in a political communication to influence public opinion. hs

<http://www.massachusettsobserver.com/obama.htm>

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=====  
Date: Wed, 29 Oct 2008 18:45:23 -0700  
Reply-To: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Subject: Why polls may not predict voting  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"; format=flowed  
Content-Transfer-Encoding: quoted-printable

## The Vote Grab: Voting machines are unreliable and inaccurate

Peter Tatchell, The Independent, Oct 29, 2008

As early voting in the US presidential elections gets underway, ES&S iVotronics touch-screen electronic voting machines have been observed in separate states flipping the votes =96 mostly from Barack Obama to John McCain but sometimes to third party candidates too. This has already occurred during early voting in the states of West Virginia, Tennessee, Missouri and Texas.

A county clerk in West Virginia invited a crew to watch his demonstration of the reliability of the disputed voting machines but instead he saw the machine flipping the votes, as critics claimed. He put this down to the faulty calibration of the voting machine. However, even after he recalibrated the machine it continued to flip votes. Watch the video here:

summary: <http://videothevote.org/video/407/>  
full video: <http://videothevote.org/video/407/>

This is further evidence that the electronic voting machines that will be used in the November election are not reliable and accurate that they are prone to malfunction and may not record the actual vote winner.

Democrats are not the only people who are worried. Stephen Spoonamore, a Republican security expert, explains why electronic voting is inherently unsafe in an eight part series of interviews. You can watch Part 1, and Parts 2 to 7, [here](http://uk.youtube.com/watch?v=3DSbmiGCSHQ1c&feature=related).

Writing in the New Statesman way back in 2004, reflecting on criticisms of the electronic voting systems used in the presidential election that year, Michael Meacher MP pointed out that statisticians, academics and political analysts had significant voting differences between electoral districts that used paper ballots and those that used electronic systems. These cannot be explained by random variation. The investigators found a much larger variance than expected and in every case it favoured George W Bush over John Kerry. In Wisconsin and Ohio, the discrepancy

favoured Bush by 4 per cent, in Pennsylvania by 5=20 per cent, in Florida and Minnesota by 7 per cent,=20 in North Carolina by 9 per cent and in New=20 Hampshire by a whopping 15 per cent.1

Research by the University of Berkeley,=20 California, revealed election irregularities in=20 2004 in Florida. These irregularities, all of=20 which were associated with electronic voting=20 machines, appear to have awarded between 130,000=20 to 260,000 additional votes to Bush.

The discrepancies between paper and electronic=20 voting could be the result of simple=20 technological glitches. But some experts detect=20 something more sinister: outright vote fixing by=20 interference with voting machine and tabulation software.

<<http://www.newstatesman.com/200411290018>>Meacher=20 reported that Diebold company voting machines and=20 optical scanners may not be tamper-proof from=20 hacking, particularly via remote modems. Diebold=20 machines were used in counting a substantial=20 proportion of the 2004 votes and will be used=20 again in next week's presidential poll.

Two US computer security experts, in their book=20 <[http://www.blackboxvoting.org/bbv\\_chapter-1.pdf](http://www.blackboxvoting.org/bbv_chapter-1.pdf)>Black=20 Box Voting, state that "by entering a two-digit=20 code in a hidden location, a second set of votes=20 is created; and this set of votes can be changed=20 in a matter of seconds, so that it no longer matches the correct votes".

This is entirely possible, according to Clinton=20 Curtis, a Florida computer programmer. He has=20 confirmed that in 2000 he designed an=20 undetectable programme for Republican congressman=20 Tom Feeney. It was created to rig elections by=20 covertly switching votes from one candidate to=20 another to ensure a predetermined ballot outcome.=20 See a video of his sworn testimony=20 <<http://www.dailykos.com/storyonly/2008/10/26/112912/81/554/642200>>here.

As Robert F Kennedy Jr, nephew of JFK,=20 <[http://www.rollingstone.com/politics/story/11717105/robert\\_f\\_kennedy\\_jr\\_\\_wi=ll\\_the\\_next\\_election\\_be\\_hacked/1](http://www.rollingstone.com/politics/story/11717105/robert_f_kennedy_jr__wi=ll_the_next_election_be_hacked/1)>has=20 exposed, the US is one of the few democracies=20 that allow private, partisan companies to=20 secretly count votes using their own proprietary software.

Moreover, the vast majority of western=20 democracies have independent Election Commissions=20 to oversee voting methods and corroborate the results. The US does not.

Most election ballots next week will be tallied=20 or scanned by four private companies - Diebold,=20 Election Systems & Software (ES&S), Sequoia=20

## Voting Systems and Hart InterCivic.

According to Kennedy:

Three of the four companies have close ties to the Republican Party. ES&S, in an earlier corporate incarnation, was chaired by Chuck Hagel, who in 1996 became the first Republican elected to the U.S. Senate from Nebraska twenty-four years - winning a close race in which eighty-five percent of the votes were tallied by his former company. Hart InterCivic ranks among its investors GOP loyalist Tom Hicks, who bought the Texas Rangers from George W. Bush in 1998, making Bush a millionaire fifteen times over. And according to campaign-finance records, Diebold, along with its employees and their families, has contributed at least \$300,000 to GOP candidates and party funds since 1998 - including more than \$200,000 to the Republican National Committee. In a 2003 fund-raising e-mail, the company's then-CEO Walden O'Dell promised to deliver Ohio's electoral votes to Bush in 2004."

Is it right and proper for partisan pro-Republican companies to count the votes? It is certainly not objective and impartial.

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top watchdog agency concluded that a host of weaknesses with touch-screen and optical-scan technology 'could damage the integrity of ballots, votes and voting-system software by allowing unauthorized modifications' protecting computer hardware were easy to pick. Unsecured memory cards could enable individuals to 'vote multiple times, change vote totals and produce false election reports.'

An even more comprehensive report released in June by the Brennan Center for Justice, a nonpartisan think tank at the New York University School of Law, echoed the GAO's findings. The report - conducted by a task force of computer scientists and security experts from the government, universities and the private sector - was peer-reviewed by the National Institute of Standards and Technology. Electronic voting machines widely adopted since 2000, the report concluded, "pose a real danger to the integrity of national, state and local elections." While no instances of hacking have yet been documented, the report identified 120 security threats to three widely used machines - the easiest method of attack being to utilize corrupt software that shifts votes from one candidate to another.

There is no evidence that the voting machine malfunctions, flaws and security risks identified in the 2004 ballot have been fully corrected in time for the 2008 vote. This calls into question whether the 4 November ballot will reflect the will of the American people.

As Kennedy concludes:

"You do not have to believe in conspiracy theories to fear for the integrity of our electoral system: The right to vote is simply too important - and too hard won - to be surrendered without a fight. It is time for Americans to reclaim our democracy from private interests."

<http://blogs.independent.co.uk/openhouse/2008/10/the-vote-grab-1.html>

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=====  
Date: Wed, 29 Oct 2008 23:36:45 -0700  
Reply-To: Shap Wolf <[shapimap@ASU.EDU](mailto:shapimap@ASU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Shap Wolf <[shapimap@ASU.EDU](mailto:shapimap@ASU.EDU)>  
Subject: Re: Visits to museums & zoos  
Comments: To: "Chase H. Harrison" <[CHarrison@gov.harvard.edu](mailto:CHarrison@gov.harvard.edu)>

Comments: cc: AAPORNET@asu.edu, jfalkenh@nsf.gov  
In-Reply-To: <4908CEF9.5000001@gov.harvard.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: quoted-printable  
Content-Disposition: inline

Posted on behalf of:  
----- Original Message ----- From: "Falkenheim, Jaquelina C" <jfalkenh@nsf.gov> Sent: Wednesday, October 29, 2008 5:50 AM

Eric,

See Table 7-5 in the National Science Board Science and Engineering Indicators 2008, Chapter 7: "Science and Technology: Public Attitudes and Understanding," available at <http://www.nsf.gov/statistics/seind08/c7/c7s1.htm>

For more information, see the report cited in Chapter 7's bibliography--Griffiths JM, King DW. 2007. InterConnections: the IMLS national study on the use of libraries, museums, and the Internet. Draft report to the Institute of Museum and Library Services. Washington, DC.

Jaqui C. Falkenheim, Ph.D.  
Senior Science Resources Analyst  
Division of Science Resources Statistics  
National Science Foundation  
4201 Wilson Boulevard, Room 965  
Arlington, VA 22230  
Tel.: 703-292-7798  
Fax: 703-292-9092  
jfalkenh@nsf.gov

On Wed, Oct 29, 2008 at 2:00 PM, Chase H. Harrison <CHarrison@gov.harvard.edu> wrote:

> CPANDA, the Cultural Policy & the Arts National Data Archive, is a great  
> source for existing survey data about the arts, including museums, and so  
> forth. I'm not sure if they will have data for all the specifics, but it=  
's  
> a wonderful resource.  
>  
> <http://www.cpanda.org/>  
>  
> You might find relevant data in the following studies archived there, amo=  
ng  
> others:  
>  
> National Social Survey: Arts and Culture Survey Series [United States]  
>  
>  
>  
> --  
>  
> Chase H. Harrison, Ph.D.

>  
> Preceptor in Survey Research  
>  
> Department of Government  
> Harvard University  
>  
> 1737 Cambridge St.  
>  
> Cambridge, MA 02138  
>  
>  
>  
> (617) 384-7251 [Voice]  
>  
> (617) 495-0438 [FAX]  
>  
> Email: CHarrison@gov.harvard.edu <mailto:CHarrison@gov.harvard.edu>  
>  
>  
>  
> Harvard Program on Survey Research  
>  
> <http://www.iq.harvard.edu/psr/>

> Eric Plutzer wrote:

>> Colleagues,  
>> I have searched unsuccessfully for national estimates of the number of  
>> people  
>> who have visited a museum (ideally, broken down to identify science or  
>> natural  
>> history museums) and/or zoo. Time frame (last year, last five years,  
>> ever) is  
>> not particularly important, nor do the data need to be especially recent=

>> .  
>> If anyone on the list has ever included such a question in their own  
>> surveys,  
>> or could refer me to a relevant report or website I would be grateful.  
>> - Eric

>> ~~~~~  
>> Eric Plutzer, Guest Researcher (until Aug 2009)  
>> Wissenschaftszentrum Berlin f=FCr Sozialforschung  
>> Reichpietschufer 50  
>> 10785 Berlin  
>> Tel: +49-30-25491-375  
>>  
>> and

>> Academic Director, Survey Research Center  
>> The Pennsylvania State University  
>  
>

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=====

=====  
Date: Thu, 30 Oct 2008 10:53:04 +0100  
Reply-To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>  
Subject: AAPORNET as social capital: thank you  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"; format=flowed  
Content-Transfer-Encoding: 8bit

Dear colleagues,

I received over thirty off-list replies to my query about visits to museums & zoos. Each one was helpful in pointing me in the direction of useful resources -- some I had once known but forgotten, some I thought had to exist but didn't know where to look first, and other major studies that I might have never come across.

I will try to thank most of you off-list, but wanted to share my gratitude here since it is not always obvious to members that many queries that do not receive a lot of on-list replies nevertheless bring out help and cooperation from our colleagues. Social scientists have yet to reach a consensus definition for social capital. But to paraphrase Justice Potter Stewart, I know it when I see it!

Thanks again.  
Eric

~~~~~  
Eric Plutzer, Guest Researcher (until Aug 2009)  
Wissenschaftszentrum Berlin für Sozialforschung  
Reichpietschufer 50  
10785 Berlin  
Germany  
Tel: +49-30-25491-375

and  
Academic Director, Survey Research Center  
The Pennsylvania State University

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=====  
Date: Thu, 30 Oct 2008 09:16:50 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Two reports on Undecideds on Pollster.com  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Supersized Undecideds=20

By Nick Panagakis=20

=20

[http://www.pollster.com/blogs/panagakis\\_supersized\\_undecided.php](http://www.pollster.com/blogs/panagakis_supersized_undecided.php)

=20

A few weeks ago you may have seen a debate regarding voter indecision on these pages. David Moore argued that in a poll, decided voters who said there was a chance they could still change their minds before election day should be counted as undecided voters.

=20

This post is an update based on new poll data. I argued then that this wasn't indecision. I said response to the hypothetical, point-in-time "if the election were held today" question will yield some voters willing to decide on a candidate who won't rule out the possibility that some incident or disclosure, however remote, could lead them to vote otherwise which is not indecision. In other words, this is not candidate induced indecision but calendar induced because the election is still weeks away.

=20

SNIP

=20

=20

AND

=20

Undecided Voters and Racial Attitudes

<[http://www.pollster.com/blogs/undecided\\_voters\\_and\\_racial\\_at.php](http://www.pollster.com/blogs/undecided_voters_and_racial_at.php)>=20

By Charles Franklin <<http://www.pollster.com/bio/charles-franklin.php>>=20

=20

[http://www.pollster.com/blogs/undecided\\_voters\\_and\\_racial\\_at.php](http://www.pollster.com/blogs/undecided_voters_and_racial_at.php)

=20

How will undecided voters break, and will racial attitudes color their votes?

=20

We've seen an enormous amount of speculation but little evidence based on data, so let's try to tip the balance back to empirical evidence.

=20

Thanks to the Diageo/Hotline tracking poll data, we can model individual vote choice and see what we would expect of undecided voters.=20

=20

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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=====  
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Date: Thu, 30 Oct 2008 11:02:21 -0400

Reply-To: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>

Subject: Web Surveys and Election Day: A Quick Question

Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

MIME-Version: 1.0

Content-Type: text/plain; charset=ISO-8859-1

Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Dear AAPORites,

I have a quick question for you:

I'm running several web surveys of university populations right now and would be very interested in any tips on what day next week would be the least bad to send out e-mails.

Based on my previous experience, Thursday and Friday are too late -- people are already headed toward the weekend. Survey invitations sent on Thursday and Friday do much worse than those sent earlier in the week.

That leaves Monday (the day before Election Day), Tuesday (Election Day), and Wednesday (the morning after). Of these options, which is least bad?

For a bit more background, for the student surveys this will be a first reminder; first invitations for the graduate student survey went out on Tuesday; first invitations for the undergrad survey went out Tuesday and Wednesday. For faculty and staff this will be the first invitation. \*Classes will be held as usual\* on Election Day; staff and non-teaching faculty have a floating holiday on Election Day.

If you respond off-list, I'll send a summary to the list. Thanks!

-- Joel

--

Joel David Bloom, Ph.D.  
The University at Albany, SUNY

Research Assistant Professor, Dept. of Political Science  
Associate Director, Office of Institutional Research  
Phone: (518) 437-4791  
Cell: 541-579-6610  
E-mail: [jbloom@albany.edu](mailto:jbloom@albany.edu)  
Web: <http://www.albany.edu/ir/>

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=====  
Date: Thu, 30 Oct 2008 08:05:11 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Subject: Re: Why polls may not predict voting  
Comments: To: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>, AAPORNET@ASU.EDU  
In-Reply-To: <[7.0.1.0.2.20081029182753.027c61e8@uclink4.berkeley.edu](mailto:7.0.1.0.2.20081029182753.027c61e8@uclink4.berkeley.edu)>  
MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Thanks, Joel Moskowitz, for this post. If massive vote switching were to occur what would AAPOR do? The Edison & Mitovsky paper trying to explain how their exit polls were off in 2004 never rose to the level of evidence at all. It was dressed up inferential speculation. It assumed the "official" vote report was correct (right down the the adjustments the exit pollsters apply) and so they had to denigrate their own work--with suggestions like too young pollsters who may have alienated Republicans, Republicans who voted very late outside the time frame of the exit polling and so on. I didn't see any follow-up surveys that successfully validated those conclusions. As Steve Freeman at UPenn points out, exit polls are the closest we get in the political arena to the ideal statistical random sample from the defined population of actual voters, so the sample should follow the statistical rules better than all these pre-election polls. The only way we knew of the discrepancy last time was that the unadjusted data leaked out before it was adjusted to the actual data. There shouldn't be any need for adjustment if the sampling frame is designed appropriately. If most of the "battleground" states again have exit polls that fall outside the standard error toward Obama and Obama is declared the loser will AAPOR's membership and the organization as a whole do nothing but wait for the next Edison-Mitovsky paper (sans Warren) to tell the world what went wrong? If exist poll statistical analysis suggests vote switching the profession as a whole (Republicans, Democrats, Independents, or purple people eaters) will have a responsibility to come forward and say that the outcome is in doubt because of the discrepancy, and therefore an unacceptable result. Hopefully the exit polls will not be wrong in the same way and the same direction again (by the way Freeman is mounting his own exit polling efforts in some areas). But if they are, I believe that would be the epitaph for the legitimacy of presidential electoral democracy in the US unless survey researches by the droves weigh in and help lead a successful investigation and challenge should the evidence require it. Of course statistical evidence is not, in fact, clear evidence of anything untoward. However, Freeman's point was that the probability of results outside the margin error diminishes as the number of State Polls that all drifted off in the same direction rises. If the same exact phenomenon were to re-occur, to ignore the implications would amount to sheepish collusion.

Marc Sapir MD, MPH  
marcsapir@comcast.net

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joel Moskowitz  
Sent: Wednesday, October 29, 2008 6:45 PM  
To: AAPORNET@ASU.EDU  
Subject: Why polls may not predict voting

The Vote Grab: Voting machines are unreliable and inaccurate

Peter Tatchell, The Independent, Oct 29, 2008

As early voting in the US presidential elections gets underway, ES&S iVotronics touch-screen electronic voting machines have been observed in [four](http://mwcnews.net/content/view/26090&Itemid=1) separate states flipping the votes - mostly from Barack Obama to John McCain but sometimes to third party candidates too. This has already occurred during early voting in the states of West Virginia, Tennessee, Missouri and Texas.

A county clerk in West Virginia invited a video crew to watch his demonstration of the reliability of the disputed voting machines but instead he saw the machine flipping the votes, as critics claimed. He put this down to the faulty calibration of the voting machine. However, even after he recalibrated the machine it continued to flip votes. Watch the video here:

summary: <http://videothevote.org/video/407/>  
full video: <http://videothevote.org/video/407/>

This is further evidence that the electronic voting machines that will be used in the 4 November election are not reliable and accurate - that they are prone to malfunction and may not record the actual vote winner.

Democrats are not the only people who are worried. Stephen Spoonamore, a Republican security expert, explains why electronic voting is inherently unsafe in an eight part series of interviews. You can watch Part 1, and access Parts 2 to 7, [here](http://uk.youtube.com/watch?v=SbmiGCSHQ1c&feature=related).

Writing in the New Statesman way back in 2004, reflecting on criticisms of the electronic voting systems used in the presidential election that year, Michael Meacher MP pointed out that statisticians, academics and political analysts had [highlighted](http://www.newstatesman.com/200411290018) significant voting differences between electoral districts that used paper ballots and those that used electronic systems. These cannot be explained by random variation. The investigators found a much larger variance than expected and in every case it favoured George W Bush over John Kerry. In Wisconsin and Ohio, the discrepancy favoured Bush by 4 per cent, in Pennsylvania by 5 per cent, in Florida and Minnesota by 7 per cent, in North Carolina by 9 per cent and in New Hampshire by a whopping 15 per cent.<sup>1</sup>

Research by the University of Berkeley,

California, revealed election irregularities in 2004 in Florida. These irregularities, all of which were associated with electronic voting machines, appear to have awarded between 130,000 to 260,000 additional votes to Bush.

The discrepancies between paper and electronic voting could be the result of simple technological glitches. But some experts detect something more sinister: outright vote fixing by interference with voting machine and tabulation software.

<<http://www.newstatesman.com/200411290018>>Meacher reported that Diebold company voting machines and optical scanners may not be tamper-proof from hacking, particularly via remote modems. Diebold machines were used in counting a substantial proportion of the 2004 votes and will be used again in next week's presidential poll.

Two US computer security experts, in their book <[http://www.blackboxvoting.org/bbv\\_chapter-1.pdf](http://www.blackboxvoting.org/bbv_chapter-1.pdf)>Black Box Voting, state that "by entering a two-digit code in a hidden location, a second set of votes is created; and this set of votes can be changed in a matter of seconds, so that it no longer matches the correct votes".

This is entirely possible, according to Clinton Curtis, a Florida computer programmer. He has confirmed that in 2000 he designed an undetectable programme for Republican congressman Tom Feeney. It was created to rig elections by covertly switching votes from one candidate to another to ensure a predetermined ballot outcome. See a video of his sworn testimony <<http://www.dailykos.com/storyonly/2008/10/26/112912/81/554/642200>>here.

As Robert F Kennedy Jr, nephew of JFK, <[http://www.rollingstone.com/politics/story/11717105/robert\\_f\\_kennedy\\_jr\\_\\_will\\_the\\_next\\_election\\_be\\_hacked/1](http://www.rollingstone.com/politics/story/11717105/robert_f_kennedy_jr__will_the_next_election_be_hacked/1)>has exposed, the US is one of the few democracies that allow private, partisan companies to secretly count votes using their own proprietary software.

Moreover, the vast majority of western democracies have independent Election Commissions to oversee voting methods and corroborate the results. The US does not.

Most election ballots next week will be tallied or scanned by four private companies - Diebold, Election Systems & Software (ES&S), Sequoia Voting Systems and Hart InterCivic.

According to Kennedy:

Three of the four companies have close ties to the Republican Party. ES&S, in an earlier

corporate incarnation, was chaired by Chuck Hagel, who in 1996 became the first Republican elected to the U.S. Senate from Nebraska in twenty-four years - winning a close race in which eighty-five percent of the votes were tallied by his former company. Hart InterCivic ranks among its investors GOP loyalist Tom Hicks, who bought the Texas Rangers from George W. Bush in 1998, making Bush a millionaire fifteen times over. And according to campaign-finance records, Diebold, along with its employees and their families, has contributed at least \$300,000 to GOP candidates and party funds since 1998 - including more than \$200,000 to the Republican National Committee. In a 2003 fund-raising e-mail, the company's then-CEO Walden O'Dell promised to deliver Ohio's electoral votes to Bush in 2004."

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"With electronic machines, you can commit wholesale fraud with a single alteration of software," Avi Rubin told Kennedy. He is a computer science professor at Johns Hopkins who received \$US7.5 million from the National Science Foundation to study electronic voting. "There are a million little tricks when you build software that allow you to do whatever you want. If you know the precinct demographics, the machine can be programmed to recognize its precinct and strategically flip votes in elections that are several years in the future. No one will ever know it happened."

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"In October 2005, the US Government Accountability Office issued a damning report on electronic voting machines. Citing widespread irregularities and malfunctions, the government's top watchdog agency concluded that a host of weaknesses with touch-screen and optical-scan technology 'could damage the integrity of ballots, votes and voting-system software by allowing unauthorized modifications'. Locks protecting computer hardware were easy to pick.

Unsecured memory cards could enable individuals to 'vote multiple times, change vote totals and produce false election reports.'

An even more comprehensive report released in June by the Brennan Center for Justice, a nonpartisan think tank at the New York University School of Law, echoed the GAO's findings. The report - conducted by a task force of computer scientists and security experts from the government, universities and the private sector - was peer-reviewed by the National Institute of Standards and Technology. Electronic voting machines widely adopted since 2000, the report concluded, "pose a real danger to the integrity of national, state and local elections." While no instances of hacking have yet been documented, the report identified 120 security threats to three widely used machines - the easiest method of attack being to utilize corrupt software that shifts votes from one candidate to another.

There is no evidence that the voting machine malfunctions, flaws and security risks identified in the 2004 ballot have been fully corrected in time for the 2008 vote. This calls into question whether the 4 November ballot will reflect the will of the American people.

As Kennedy concludes:

"You do not have to believe in conspiracy theories to fear for the integrity of our electoral system: The right to vote is simply too important - and too hard won - to be surrendered without a fight. It is time for Americans to reclaim our democracy from private interests."

<http://blogs.independent.co.uk/openhouse/2008/10/the-vote-grab-1.html>

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On your return send this: set aapornet mail  
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=====  
Date: Thu, 30 Oct 2008 11:09:13 -0400  
Reply-To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>



From: Howard Fienberg <hfienberg@CMOR.ORG>  
Subject: Re: Why polls may not predict voting  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: A<000101c93aa0\$e96aaab0\$2401a8c0@RetroPoll>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

How do exit pollsters take account of absentee balloting? Especially given the growing propensity, and with an entire state like Oregon adopting mail-in-only balloting?

Forgive me if this has been discussed recently and I missed it.

Cheers,  
Howard Fienberg  
Director of Government Affairs  
CMOR

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir  
Sent: Thursday, October 30, 2008 11:05 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Why polls may not predict voting

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require it. Of course statistical evidence is not, in fact, clear evidence of anything untoward. However, Freeman's point was that the probability of results outside the margin error diminishes as the number of State Polls that all drifted off in the same direction rises. If the same exact phenomenon were to re-occur, to ignore the implications would amount to sheepish collusion.

Marc Sapir MD, MPH  
marcsapir@comcast.net

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joel Moskowitz  
Sent: Wednesday, October 29, 2008 6:45 PM  
To: AAPORNET@ASU.EDU  
Subject: Why polls may not predict voting

The Vote Grab: Voting machines are unreliable and inaccurate

Peter Tatchell, The Independent, Oct 29, 2008

As early voting in the US presidential elections gets underway, ES&S iVotronics touch-screen electronic voting machines have been observed in <http://mwcnews.net/content/view/26090&Itemid=1> four separate states flipping the votes - mostly from Barack Obama to John McCain but sometimes to third party candidates too. This has already occurred during early voting in the states of West Virginia, Tennessee, Missouri and Texas.

A county clerk in West Virginia invited a video crew to watch his demonstration of the reliability of the disputed voting machines but instead he saw the machine flipping the votes, as critics claimed. He put this down to the faulty calibration of the voting machine. However, even after he recalibrated the machine it continued to flip votes. Watch the video here:

summary: <http://videothevote.org/video/407/>  
full video: <http://videothevote.org/video/407/>

This is further evidence that the electronic voting machines that will be used in the 4 November election are not reliable and accurate - that they are prone to malfunction and may not record the actual vote winner.

Democrats are not the only people who are worried. Stephen Spoonamore, a Republican security expert, explains why electronic voting is inherently unsafe in an eight part series of interviews. You can watch Part 1, and access Parts 2 to 7, <http://uk.youtube.com/watch?v=SbmiGCSHQ1c&feature=related> here.

Writing in the New Statesman way back in 2004, reflecting on criticisms of the electronic voting systems used in the presidential election that year, Michael Meacher MP pointed out that statisticians, academics and political analysts had <http://www.newstatesman.com/200411290018> highlighted

significant voting differences between electoral districts that used paper ballots and those that used electronic systems. These cannot be explained by random variation. The investigators found a much larger variance than expected and in every case it favoured George W Bush over John Kerry. In Wisconsin and Ohio, the discrepancy favoured Bush by 4 per cent, in Pennsylvania by 5 per cent, in Florida and Minnesota by 7 per cent, in North Carolina by 9 per cent and in New Hampshire by a whopping 15 per cent.<sup>1</sup>

Research by the University of Berkeley, California, revealed election irregularities in 2004 in Florida. These irregularities, all of which were associated with electronic voting machines, appear to have awarded between 130,000 to 260,000 additional votes to Bush.

The discrepancies between paper and electronic voting could be the result of simple technological glitches. But some experts detect something more sinister: outright vote fixing by interference with voting machine and tabulation software.

<<http://www.newstatesman.com/200411290018>>Meacher reported that Diebold company voting machines and optical scanners may not be tamper-proof from hacking, particularly via remote modems. Diebold machines were used in counting a substantial proportion of the 2004 votes and will be used again in next week's presidential poll.

Two US computer security experts, in their book <[http://www.blackboxvoting.org/bbv\\_chapter-1.pdf](http://www.blackboxvoting.org/bbv_chapter-1.pdf)>Black Box Voting, state that "by entering a two-digit code in a hidden location, a second set of votes is created; and this set of votes can be changed in a matter of seconds, so that it no longer matches the correct votes".

This is entirely possible, according to Clinton Curtis, a Florida computer programmer. He has confirmed that in 2000 he designed an undetectable programme for Republican congressman Tom Feeney. It was created to rig elections by covertly switching votes from one candidate to another to ensure a predetermined ballot outcome. See a video of his sworn testimony <<http://www.dailykos.com/storyonly/2008/10/26/112912/81/554/642200>>here.

As Robert F Kennedy Jr, nephew of JFK, <[http://www.rollingstone.com/politics/story/11717105/robert\\_f\\_kennedy\\_jr\\_\\_will\\_the\\_next\\_election\\_be\\_hacked/1](http://www.rollingstone.com/politics/story/11717105/robert_f_kennedy_jr__will_the_next_election_be_hacked/1)>has exposed, the US is one of the few democracies that allow private, partisan companies to secretly count votes using their own proprietary software.

Moreover, the vast majority of western democracies have independent Election Commissions to oversee voting methods and corroborate the results. The US does not.

Most election ballots next week will be tallied or scanned by four private companies - Diebold, Election Systems & Software (ES&S), Sequoia Voting Systems and Hart InterCivic.

According to Kennedy:

Three of the four companies have close ties to the Republican Party. ES&S, in an earlier corporate incarnation, was chaired by Chuck Hagel, who in 1996 became the first Republican elected to the U.S. Senate from Nebraska in twenty-four years - winning a close race in which eighty-five percent of the votes were tallied by his former company. Hart InterCivic ranks among its investors GOP loyalist Tom Hicks, who bought the Texas Rangers from George W. Bush in 1998, making Bush a millionaire fifteen times over. And according to campaign-finance records, Diebold, along with its employees and their families, has contributed at least \$300,000 to GOP candidates and party funds since 1998 - including more than \$200,000 to the Republican National Committee. In a 2003 fund-raising e-mail, the company's then-CEO Walden O'Dell promised to deliver Ohio's electoral votes to Bush in 2004."

Is it right and proper for partisan pro-Republican companies to count the votes? It is certainly not objective and impartial.

Kennedy recounts how computer scientists at Johns Hopkins and Rice universities conducted an analysis of the Diebold voting machine software source code in July 2003. "This voting system is far below even the most minimal security standards applicable in other contexts. (it is) unsuitable for use in a general election," the scientists concluded.

"With electronic machines, you can commit wholesale fraud with a single alteration of software," Avi Rubin told Kennedy. He is a computer science professor at Johns Hopkins who received \$US7.5 million from the National Science Foundation to study electronic voting. "There are a million little tricks when you build software that allow you to do whatever you want. If you know the precinct demographics, the machine can be programmed to recognize its precinct and strategically flip votes in elections that are several years in the future. No one will ever know it happened."

Electronic voting machines not only break down frequently, their security and integrity is also easily compromised, says Kennedy:

"In October 2005, the US Government Accountability Office issued a damning report on electronic voting machines. Citing widespread irregularities and malfunctions, the government's top watchdog agency concluded that a host of weaknesses with touch-screen and optical-scan technology 'could damage the integrity of ballots, votes and voting-system software by allowing unauthorized modifications'. Locks protecting computer hardware were easy to pick. Unsecured memory cards could enable individuals to 'vote multiple times, change vote totals and produce false election reports.'

An even more comprehensive report released in June by the Brennan Center for Justice, a nonpartisan think tank at the New York University School of Law, echoed the GAO's findings. The report - conducted by a task force of computer scientists and security experts from the government, universities and the private sector - was peer-reviewed by the National Institute of Standards and Technology. Electronic voting machines widely adopted since 2000, the report concluded, "pose a real danger to the integrity of national, state and local elections." While no instances of

hacking have yet been documented, the report identified 120 security threats to three widely used machines - the easiest method of attack being to utilize corrupt software that shifts votes from one candidate to another.

There is no evidence that the voting machine malfunctions, flaws and security risks identified in the 2004 ballot have been fully corrected in time for the 2008 vote. This calls into question whether the 4 November ballot will reflect the will of the American people.

As Kennedy concludes:

"You do not have to believe in conspiracy theories to fear for the integrity of our electoral system: The right to vote is simply too important - and too hard won - to be surrendered without a fight. It is time for Americans to reclaim our democracy from private interests."

<http://blogs.independent.co.uk/openhouse/2008/10/the-vote-grab-1.html>

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Date: Thu, 30 Oct 2008 15:15:08 -0000  
Reply-To: [Iain.NOBLE@DCSF.GSI.GOV.UK](mailto:Iain.NOBLE@DCSF.GSI.GOV.UK)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Iain Noble <[Iain.NOBLE@DCSF.GSI.GOV.UK](mailto:Iain.NOBLE@DCSF.GSI.GOV.UK)>  
Subject: Re: Why polls may not predict voting  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[000101c93aa0\\$e96aaab0\\$2401a8c0@RetroPoll](mailto:000101c93aa0$e96aaab0$2401a8c0@RetroPoll)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Hang on a minute here. Have I got this argument right? If exit polls don't match the declared result then that must mean the latter has been fabricated?

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 925 6226

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir

>Sent: 30 October 2008 15:05

>To: AAPORNET@ASU.EDU

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: Why polls may not predict voting  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Early Voting And Exit Polls

[http://thecaucus.blogs.nytimes.com/2008/10/29/early-voting-and-exit-polls=](http://thecaucus.blogs.nytimes.com/2008/10/29/early-voting-and-exit-polls/)  
/

=E2=80=9DJoe Lenski, the executive vice president of Edison Media Research, which along with Mitofsky International, conducts the exit polls for a consortium of news organizations, said the group has already expanded its plans for telephone surveys of early voters to 18 this year from a dozen states in 2004,=E2=80=9C

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Date: Thu, 30 Oct 2008 11:33:31 -0500

Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

Subject: [Fwd: Re: Why polls may not predict voting]

Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

MIME-Version: 1.0

Content-Type: text/plain; charset=ISO-8859-1; format=flowed

Content-Transfer-Encoding: 8bit

Not evident below, my reply was sent from the archives in response to Howard Feinberg's question about early voting and exit polls.

Nick

----- Original Message -----

Subject: Re: Why polls may not predict voting

Date: Thu, 30 Oct 2008 09:11:20 -0700

From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

Early Voting And Exit Polls

<http://thecaucus.blogs.nytimes.com/2008/10/29/early-voting-and-exit-polls/>

◆EUR?Joe Lenski, the executive vice president of Edison Media Research, which along with Mitofsky International, conducts the exit polls for a consortium of news organizations, said the group has already expanded its plans for telephone surveys of early voters to 18 this year from a dozen states in 2004,◆EURoe

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=====

Date: Thu, 30 Oct 2008 10:23:22 -0700  
Reply-To: Annette Jackle <[aejack@ESSEX.AC.UK](mailto:aejack@ESSEX.AC.UK)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Annette Jackle <[aejack@ESSEX.AC.UK](mailto:aejack@ESSEX.AC.UK)>  
Subject: Experimental mixed modes surveys?  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Dear Colleagues,=20

Do you know of any experimental mixed modes survey data that are publicly=  
=20  
available?

I am looking for data that could be used for teaching and student=20  
projects. What I=E2=80=99m after are surveys where different modes of dat=  
a=20  
collection were randomly allocated to sample members. The 1999 Welsh=20  
Assembly Election Study (f2f and tel) is an example that can be obtained=20=

from the UK Data Archive.=20

If you know of any other surveys from around the world, I would be=20  
grateful to hear about them.

Thank you in advance,  
Annette

--=20

.....  
Annette Jackle ([aejack@essex.ac.uk](mailto:aejack@essex.ac.uk))  
Institute for Social and Economic Research=20  
University of Essex, Colchester CO4 3SQ, UK  
Tel: +44 1206 873896 Fax: +44 1206 873151  
<http://www.iser.essex.ac.uk>=20

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=====

Date: Thu, 30 Oct 2008 10:37:11 -0700  
Reply-To: kenneth.pick@yahoo.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Kenneth Pick <kenneth.pick@YAHOO.COM>  
Subject: University of Connecticut's Masters in Survey Research Program

Discontinued

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

Content-Type: text/plain; charset=utf-8

Content-Transfer-Encoding: 8bit

Dear Colleagues,

I am writing to you because I just learned last night that the University of Connecticut will no longer continue the Master's in Survey Research program beginning next year. Their reasoning behind this decision is budget constraints.

As many of you are aware, the University of Connecticut is one of four universities in the United States to provide a survey research degree. This program has produced quality survey researchers that have gone on to work in government institutions, the private sector and PhD programs at other universities. The program is exceptional at not only teaching theory, but underscoring the importance of application.

The current MSR graduate students, including myself, have expressed our concerns to the department chair and dean of the school with little success. We understand that the slowed economy had produced budget constraints in many states, which in turn has unfortunately impacted education; but we also believe where there's a will, there's a way.

Consequently, I encourage everyone on the AAPOR listserv who believes in the importance of educating future survey researchers and teaching the skills which are necessary is this line of work to write to the following decision makers expressing your concern with their decision.

Dr. Amy Donahue – Director of the Department of Public Policy  
860-570-9087  
Amy.Donahue@uconn.edu

Dr. Bill Simonsen – Director of Masters in Survey Research Program  
860-570-9045  
William.Simonsen@uconn.edu

Dr. Jeremy Teitelbaum – Dean of the College of Liberal Arts and Sciences  
860-486-3221  
Jeremy.Teitelbaum@uconn.edu

Thank you for your support!

Best,  
Ken

--  
Kenneth Pick  
Kenneth.Pick@yahoo.com

-----  
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=====

=====  
Date: Thu, 30 Oct 2008 14:50:08 -0400  
Reply-To: "Feinberg, Barry (GfK CR NA)" <[barry.feinberg@GFK.COM](mailto:barry.feinberg@GFK.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Feinberg, Barry (GfK CR NA)" <[barry.feinberg@GFK.COM](mailto:barry.feinberg@GFK.COM)>  
Subject: Re: University of Connecticut's Masters in Survey Research  
Program Discontinued  
Comments: To: "kenneth.pick@yahoo.com" <[kenneth.pick@yahoo.com](mailto:kenneth.pick@yahoo.com)>, "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[296859.53140.qm@web55501.mail.re4.yahoo.com](mailto:296859.53140.qm@web55501.mail.re4.yahoo.com)>  
Content-Type: text/plain; charset="us-ascii"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

AAPOR Colleagues:

I will indeed write - we have hired some of our best young people from the program over the years and we consider it one of our best sources of young talent. Currently, we have two on staff.

Cordially,  
Barry

Barry M. Feinberg, Ph.D.  
Group Managing Director  
GfK Media & Communications  
GfK Roper Public Affairs & Media

-----  
GfK Custom Research North America  
75 Ninth Avenue, 5th Floor  
New York, New York 10011, US  
Tel: +1 (212) 240-5398  
Fax: +1 (212) 240-5353  
[barry.feinberg@gfk.com](mailto:barry.feinberg@gfk.com)  
[www.gfkamerica.com](http://www.gfkamerica.com)

-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Kenneth Pick

Sent: Thursday, October 30, 2008 1:37 PM

To: AAPORNET@ASU.EDU

Subject: University of Connecticut's Masters in Survey Research Program

Discontinued

Dear Colleagues,

I am writing to you because I just learned last night that the University of Connecticut will no longer continue the Master's in Survey Research program beginning next year. Their reasoning behind this decision is budget constraints.

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860-570-9087

Amy.Donahue@uconn.edu

Dr. Bill Simonsen - Director of Masters in Survey Research Program

860-570-9045

William.Simonsen@uconn.edu

Dr. Jeremy Teitelbaum - Dean of the College of Liberal Arts and Sciences

860-486-3221

Jeremy.Teitelbaum@uconn.edu

Thank you for your support!

Best,  
Ken

--

Kenneth Pick

Kenneth.Pick@yahoo.com



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=====  
Date: Thu, 30 Oct 2008 13:42:11 -0500  
Reply-To: "Jackson, Natalie M." <[nataliemjackson@OU.EDU](mailto:nataliemjackson@OU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jackson, Natalie M." <[nataliemjackson@OU.EDU](mailto:nataliemjackson@OU.EDU)>  
Subject: Re: Why polls may not predict voting  
Comments: To: "Iain.NOBLE@DCSF.GSI.GOV.UK" <[Iain.NOBLE@DCSF.GSI.GOV.UK](mailto:Iain.NOBLE@DCSF.GSI.GOV.UK)>, "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[735BFE980C9E5A4590AA9DC39B50A36D1328EDB4@SBEXC01.AD.HQ.DEPT](mailto:735BFE980C9E5A4590AA9DC39B50A36D1328EDB4@SBEXC01.AD.HQ.DEPT)>  
Content-Type: text/plain; charset="us-ascii"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

My reading of all this is that if the exit polls are significantly different from the results in one direction, then we should question why instead of simply assuming that the methodology for the polls was wrong. The problems with these electronic machines are a hot issue in election administration; I'm involved with a project researching those types of issues (by surveying local election officials) right now. This is interesting; how would one get at figuring out whether the problem was with polling methodology or possible vote fraud if suspicious patterns were discovered in the exit polls?

~~~~~

Natalie M. Jackson  
Research Assistant  
University of Oklahoma Public Opinion Learning Laboratory  
100 4th St. Alley A11  
Norman, OK 73019

---

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of Iain Noble  
[Iain.NOBLE@DCSF.GSI.GOV.UK]  
Sent: Thursday, October 30, 2008 10:15 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Why polls may not predict voting

Hang on a minute here. Have I got this argument right? If exit polls don't match the declared result then that must mean the latter has been fabricated?

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 925 6226

>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir  
>Sent: 30 October 2008 15:05  
>To: AAPORNET@ASU.EDU  
>Subject: Re: Why polls may not predict voting

>  
>Thanks, Joel Moskowitz, for thist post. If massive vote switching were  
>to occur what would AAPOR do? The Edison & Mitovsky paper trying to  
>explain how their exit polls were off in 2004 never rose to the level  
of  
>evidence at all. It was dressed up inferential speculation. It  
assumed  
>the "official" vote report was correct (right down the the adjustments  
>the exit pollsters apply) and so they had to denigrate their own  
>work--with suggestions like too young pollsters who may have alienated  
>Republicans, Republicans who voted very late outside the time frame of  
>the exit polling and so on. I didn't see any follow-up surveys that  
>successfully validated those conclusions. As Steve Freeman at UPenn  
>points out, exit polls are the closest we get in the political arena to  
>the ideal statistical random sample from the defined population of  
>actual voters, so the sample should follow the statistical rules better  
>than all these pre-election polls. The only way we knew of the  
>discrepancy last time was that the unadjusted data leaked out before it  
>was adjusted to the actual data. There shouldn't be any need for  
>adjustment if the sampling frame is designed appropriately. If most  
of

>the "battleground" states again have exit polls that fall outside the  
>standard error toward Obama and Obama is declared the loser will  
AAPOR's  
>membership and the organization as a whole do nothing but wait for the  
>next Edison-Mitovsky paper (sans Warren) to tell the world what went  
>wrong? If exist poll statistical analysis suggests vote switching the  
>profession as a whole (Republicans, Democrats, Independents, or purple  
>people eaters) will have a responsibility to come forward and say that  
>the outcome is in doubt because of the discrepancy, and therefore an  
>unacceptable result. Hopefully the exit polls will not be wrong in the  
>same way and the same direction again (by the way Freeman is mounting  
>his own exit polling efforts in some areas). But if they are, I  
believe  
>that would be the epitaph for the legitimacy of presidential electoral  
>democracy in the US unless survey researches by the droves weigh in and  
>help lead a successful investigation and challenge should the evidence  
>require it. Of course statistical evidence is not, in fact, clear  
>evidence of anything untoward. However, Freeman's point was that the  
>probability of results outside the margin error diminishes as the  
number  
>of State Polls that all drifted off in the same direction rises. If  
the  
>same exact phenomenon were to re-occur, to ignore the implications  
>would amount to sheepish collusion.

>  
>Marc Sapir MD, MPH  
>marcsapir@comcast.net

>  
>  
>-----Original Message-----

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joel Moskowitz  
>Sent: Wednesday, October 29, 2008 6:45 PM  
>To: AAPORNET@ASU.EDU  
>Subject: Why polls may not predict voting

>  
>  
>The Vote Grab: Voting machines are unreliable and inaccurate

>  
>  
>Peter Tatchell, The Independent, Oct 29, 2008

>  
>As early voting in the US presidential elections  
>gets underway, ES&S iVotronics touch-screen  
>electronic voting machines have been observed in  
><<http://mwcnews.net/content/view/26090&Itemid=1>>four  
>separate states flipping the votes - mostly from  
>Barack Obama to John McCain but sometimes to  
>third party candidates too. This has already  
>occurred during early voting in the states of  
>West Virginia, Tennessee, Missouri and Texas.

>  
>A county clerk in West Virginia invited a video  
>crew to watch his demonstration of the  
>reliability of the disputed voting machines but  
>instead he saw the machine flipping the votes, as  
>critics claimed. He put this down to the faulty

>calibration of the voting machine. However, even  
>after he recalibrated the machine it continued to  
>flip votes. Watch the video here:  
>  
>summary: <http://videothevote.org/video/407/>  
>full video: <http://videothevote.org/video/407/>  
>  
>This is further evidence that the electronic  
>voting machines that will be used in the 4  
>November election are not reliable and accurate -  
>that they are prone to malfunction and may not record the actual vote  
>winner.  
>  
>Democrats are not the only people who are  
>worried. Stephen Spoonamore, a Republican  
>security expert, explains why electronic voting  
>is inherently unsafe in an eight part series of  
>interviews. You can watch Part 1, and access  
>Parts 2 to 7,  
><<http://uk.youtube.com/watch?v=SbmiGCSHQ1c&feature=related>>here.  
>  
>Writing in the New Statesman way back in 2004,  
>reflecting on criticisms of the electronic voting  
>systems used in the presidential election that  
>year, Michael Meacher MP pointed out that  
>statisticians, academics and political analysts  
>had  
><<http://www.newstatesman.com/200411290018>>highlighted  
>significant voting differences between electoral  
>districts that used paper ballots and those that  
>used electronic systems. These cannot be  
>explained by random variation. The investigators  
>found a much larger variance than expected and in  
>every case it favoured George W Bush over John  
>Kerry. In Wisconsin and Ohio, the discrepancy  
>favoured Bush by 4 per cent, in Pennsylvania by 5  
>per cent, in Florida and Minnesota by 7 per cent,  
>in North Carolina by 9 per cent and in New  
>Hampshire by a whopping 15 per cent.<sup>1</sup>  
>  
>Research by the University of Berkeley,  
>California, revealed election irregularities in  
>2004 in Florida. These irregularities, all of  
>which were associated with electronic voting  
>machines, appear to have awarded between 130,000  
>to 260,000 additional votes to Bush.  
>  
>The discrepancies between paper and electronic  
>voting could be the result of simple  
>technological glitches. But some experts detect  
>something more sinister: outright vote fixing by  
>interference with voting machine and tabulation software.  
>  
><<http://www.newstatesman.com/200411290018>>Meacher  
>reported that Diebold company voting machines and  
>optical scanners may not be tamper-proof from  
>hacking, particularly via remote modems. Diebold

>machines were used in counting a substantial  
>proportion of the 2004 votes and will be used  
>again in next week's presidential poll.  
>  
>Two US computer security experts, in their book  
><[http://www.blackboxvoting.org/bbv\\_chapter-1.pdf](http://www.blackboxvoting.org/bbv_chapter-1.pdf)>Black  
>Box Voting, state that "by entering a two-digit  
>code in a hidden location, a second set of votes  
>is created; and this set of votes can be changed  
>in a matter of seconds, so that it no longer matches the correct  
>votes".  
>  
>This is entirely possible, according to Clinton  
>Curtis, a Florida computer programmer. He has  
>confirmed that in 2000 he designed an  
>undetected programme for Republican congressman  
>Tom Feeney. It was created to rig elections by  
>covertly switching votes from one candidate to  
>another to ensure a predetermined ballot outcome.  
>See a video of his sworn testimony  
><<http://www.dailykos.com/storyonly/2008/10/26/112912/81/554/642200>>here  
>  
>  
>As Robert F Kennedy Jr, nephew of JFK,  
><[http://www.rollingstone.com/politics/story/11717105/robert\\_f\\_kennedy\\_jr\\_will\\_the\\_next\\_election\\_be\\_hacked/1](http://www.rollingstone.com/politics/story/11717105/robert_f_kennedy_jr_will_the_next_election_be_hacked/1)>has  
>exposed, the US is one of the few democracies  
>that allow private, partisan companies to  
>secretly count votes using their own proprietary software.  
>  
>Moreover, the vast majority of western  
>democracies have independent Election Commissions  
>to oversee voting methods and corroborate the results. The US does not.  
>  
>Most election ballots next week will be tallied  
>or scanned by four private companies - Diebold,  
>Election Systems & Software (ES&S), Sequoia  
>Voting Systems and Hart InterCivic.  
>  
>According to Kennedy:  
>  
>Three of the four companies have close ties to  
>the Republican Party. ES&S, in an earlier  
>corporate incarnation, was chaired by Chuck  
>Hagel, who in 1996 became the first Republican  
>elected to the U.S. Senate from Nebraska in  
>twenty-four years - winning a close race in which  
>eighty-five percent of the votes were tallied by  
>his former company. Hart InterCivic ranks among  
>its investors GOP loyalist Tom Hicks, who bought  
>the Texas Rangers from George W. Bush in 1998,  
>making Bush a millionaire fifteen times over. And  
>according to campaign-finance records, Diebold,  
>along with its employees and their families, has  
>contributed at least \$300,000 to GOP candidates  
>and party funds since 1998 - including more than

>\$200,000 to the Republican National Committee. In  
>a 2003 fund-raising e-mail, the company's  
>then-CEO Walden O'Dell promised to deliver Ohio's  
>electoral votes to Bush in 2004."  
>  
>Is it right and proper for partisan  
>pro-Republican companies to count the votes? It  
>is certainly not objective and impartial.  
>  
>Kennedy recounts how computer scientists at Johns  
>Hopkins and Rice universities conducted an  
>analysis of the Diebold voting machine software  
>source code in July 2003. "This voting system is  
>far below even the most minimal security  
>standards applicable in other contexts. (it is)  
>unsuitable for use in a general election," the scientists concluded.  
>  
>"With electronic machines, you can commit  
>wholesale fraud with a single alteration of  
>software," Avi Rubin told Kennedy. He is a  
>computer science professor at Johns Hopkins who  
>received \$US7.5 million from the National Science  
>Foundation to study electronic voting. "There are  
>a million little tricks when you build software  
>that allow you to do whatever you want. If you  
>know the precinct demographics, the machine can  
>be programmed to recognize its precinct and  
>strategically flip votes in elections that are  
>several years in the future. No one will ever know it happened."  
>  
>Electronic voting machines not only break down  
>frequently, their security and integrity is also  
>easily compromised, says Kennedy:  
>  
>"In October 2005, the US Government  
>Accountability Office issued a damning report on  
>electronic voting machines. Citing widespread  
>irregularities and malfunctions, the government's  
>top watchdog agency concluded that a host of  
>weaknesses with touch-screen and optical-scan  
>technology 'could damage the integrity of  
>ballots, votes and voting-system software by  
>allowing unauthorized modifications'.Locks  
>protecting computer hardware were easy to pick.  
>Unsecured memory cards could enable individuals  
>to 'vote multiple times, change vote totals and  
>produce false election reports.'  
>  
>An even more comprehensive report released in  
>June by the Brennan Center for Justice, a  
>nonpartisan think tank at the New York University  
>School of Law, echoed the GAO's findings. The  
>report - conducted by a task force of computer  
>scientists and security experts from the  
>government, universities and the private sector -  
>was peer-reviewed by the National Institute of  
>Standards and Technology. Electronic voting

>machines widely adopted since 2000, the report  
>concluded, "pose a real danger to the integrity  
>of national, state and local elections." While no  
>instances of hacking have yet been documented,  
>the report identified 120 security threats to  
>three widely used machines - the easiest method  
>of attack being to utilize corrupt software that  
>shifts votes from one candidate to another.  
>  
>There is no evidence that the voting machine  
>malfunctions, flaws and security risks identified  
>in the 2004 ballot have been fully corrected in  
>time for the 2008 vote. This calls into question  
>whether the 4 November ballot will reflect the will of the American  
>people.  
>  
>As Kennedy concludes:  
>  
>"You do not have to believe in conspiracy  
>theories to fear for the integrity of our  
>electoral system: The right to vote is simply too  
>important - and too hard won - to be surrendered  
>without a fight. It is time for Americans to  
>reclaim our democracy from private interests."  
>  
><http://blogs.independent.co.uk/openhouse/2008/10/the-vote-grab-1.html>  
>  
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[aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
>  
>This email was received from the INTERNET and scanned by the Government  
Secure  
>Intranet anti-virus service supplied by Cable&Wireless in partnership  
with MessageLabs.  
>(CCTM Certificate Number 2007/11/0032.) In case of problems, please  
call your  
>organisation's IT Helpdesk.  
>Communications via the GSi may be automatically logged, monitored  
and/or recorded for  
>legal purposes.

The original of this email was scanned for viruses by the Government Secure  
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=====  
Date: Thu, 30 Oct 2008 16:00:18 -0400  
Reply-To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Subject: New GAO Report on Census 2010  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

"2010 Census: Census Bureau Needs Procedures for Estimating the Response Rate and Selecting for Testing Methods to Increase Response Rate"

=20  
GAO-08-1012, September 30, 2010=20  
<http://www.gao.gov/cgi-bin/getrpt?GAO-08-1012>=20

Highlights  
<http://www.gao.gov/highlights/d081012high.pdf>=20

=20  
=20  
Cheers,  
Howard Fienberg =20

Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research  
[hfienberg@cmor.org](mailto:hfienberg@cmor.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.cmor.org>  
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<http://www.youropinioncounts.org> <<http://www.youropinioncounts.org/>>=20  
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=====  
Date: Thu, 30 Oct 2008 18:43:21 -0400  
Reply-To: Joyce Rachelson <j.rachels@EARTHLINK.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Joyce Rachelson <j.rachels@EARTHLINK.NET>  
Subject: [Fwd: Re: Visits to museums & zoos]  
Comments: To: aapornet@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 8bit

Here is the response that I got from Ron Erdman re: Visits to Museums & Zoos

Joyce

There is no U.S. federal government estimate of how many U.S. domestic travelers visit museums and zoos, but, the U.S. government does ask it its survey of international air travelers to and from the USA if an overseas traveler visited an art gallery or museum. This is not as detailed as you would like, but it is all that is available. Go to: [http://tinet.ita.doc.gov/outreachpages/download\\_data\\_table/2007\\_Overseas\\_Visit\\_or\\_Profile.pdf](http://tinet.ita.doc.gov/outreachpages/download_data_table/2007_Overseas_Visit_or_Profile.pdf)

Once there, keep scrolling through to the profile until around the 5th from the last page. There are a list of activities that overseas travelers (arrivals from all countries except Canada and Mexico) do while within the USA. You will find that 21% of all overseas travelers or 23.9 million visitors participated in this activity. This means the estimate for the USA is around 5 million.

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I hope this helps.

Ron Erdmann

U.S. Department of Commerce  
Office of Travel & Tourism Industries  
14th & Constitution, Ave., NW, Room 1003  
Washington, DC, USA 20230  
Phone: (1-202) 482-4554  
Fax: (1-202) 482-2887  
E-Mail: ron.erdmann@mail.doc.gov <mailto:ron.erdmann@mail.doc.gov>  
Web site: www.tinet.ita.doc.gov <http://www.tinet.ita.doc.gov>

-----Joyce Rachelson <j.rachels@earthlink.net> wrote: -----

To: Eric Plutzer <exp12@PSU.EDU>  
From: Joyce Rachelson <j.rachels@earthlink.net>  
Date: 10/29/2008 04:13PM  
cc: aapornet@asu.edu  
Subject: Re: Visits to museums & zoos

I'm forwarding your inquiry to Ron Erdman, Deputy Dir. for the Office and Travel and Tourism Industries, in Washington. Hopefully, he'll be able to answer your question or know someone who can.

Joyce Rachelson, PRC  
Ocucom

Eric Plutzer wrote:

- > Colleagues,
- >
- > I have searched unsuccessfully for national estimates of the number of people
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- > If anyone on the list has ever included such a question in their own surveys,
- > or could refer me to a relevant report or website I would be grateful.
- >
- > - Eric
- > ~~~~~
- > Eric Plutzer, Guest Researcher (until Aug 2009)
- > Wissenschaftszentrum Berlin für Sozialforschung
- > Reichpietschufer 50
- > 10785 Berlin
- > Tel: +49-30-25491-375
- >
- > and
- > Academic Director, Survey Research Center
- > The Pennsylvania State University
- >
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- > -----

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Joyce Rachelson, PRC  
Dir. Marketing and Sales  
Ocucom  
JoyceR@ocucom.com

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=====  
Date: Thu, 30 Oct 2008 21:37:06 -0700  
Reply-To: Ann Bostrom <[abostrom@U.WASHINGTON.EDU](mailto:abostrom@U.WASHINGTON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ann Bostrom <[abostrom@U.WASHINGTON.EDU](mailto:abostrom@U.WASHINGTON.EDU)>  
Subject: Re: [Fwd: Re: Visits to museums & zoos]  
Comments: To: Joyce Rachelson <[j.rachels@EARTHLINK.NET](mailto:j.rachels@EARTHLINK.NET)>, "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[490A3889.5030506@earthlink.net](mailto:490A3889.5030506@earthlink.net)>  
Content-Type: text/plain; charset="iso-8859-1"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

Hi Eric,

The Washington State Population Survey ( <http://www.ofm.wa.gov/sps/> ) included the following questions in 2006:

Q9P4 How many times have you visited a zoo, fair, or amusement park?  
Q9P5 How many times have you visited a museum or gallery?

Good luck!  
- Ann Bostrom

---

From: AAPORNET [[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)] On Behalf Of Joyce Rachelson [[j.rachels@EARTHLINK.NET](mailto:j.rachels@EARTHLINK.NET)]  
Sent: Thursday, October 30, 2008 3:43 PM  
To: AAPORNET@ASU.EDU  
Subject: [Fwd: Re: Visits to museums & zoos]

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Joyce

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Office of Travel & Tourism Industries  
14th & Constitution, Ave., NW, Room 1003  
Washington, DC, USA 20230  
Phone: (1-202) 482-4554  
Fax: (1- 202) 482-2887  
E-Mail: [ron.erdmann@mail.doc.gov](mailto:ron.erdmann@mail.doc.gov) <<mailto:ron.erdmann@mail.doc.gov>>  
Web site: [www.tinet.ita.doc.gov](http://www.tinet.ita.doc.gov) <<http://www.tinet.ita.doc.gov>>

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To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>  
From: Joyce Rachelson <[j.rachels@earthlink.net](mailto:j.rachels@earthlink.net)>  
Date: 10/29/2008 04:13PM  
cc: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
Subject: Re: Visits to museums & zoos

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Ocucom

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- > and
- > Academic Director, Survey Research Center
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- >
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Joyce Rachelson, PRC  
Dir. Marketing and Sales  
Ocucom  
JoyceR@ocucom.com

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Date: Fri, 31 Oct 2008 07:18:43 -0400  
Reply-To: Survey Practice <[survprac@INDIANA.EDU](mailto:survprac@INDIANA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Survey Practice <[survprac@INDIANA.EDU](mailto:survprac@INDIANA.EDU)>  
Subject: A New Issue of Survey Practice  
Comments: To: "aapornet@asu.edu" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

The current issue of Survey Practice is available at [www.surveypractice.org](http://www.surveypractice.org)=  
<<http://www.surveypractice.org>>.

- \* This month Survey Practice has a new feature - a review of a new website that contains a substantial amount of information on cross-national, cross-cultural survey methods.
- \* In the Ask the Experts column, four experts provide information about their experiences with cell phone samples.
- \* The third feature is thought piece from a group that is attempting to develop alternative methods to measure survey representativeness.
- \* This issue has two articles on attitude measurement.

All Survey Practice articles are about 1500 words or less. Comments on the articles are welcome.

When you have a minute, please send us your feedback and ideas about Survey Practice.

John Kennedy     Diane O'Rourke  
David Moore         Andy Peytchev

[survprac@indiana.edu](mailto:survprac@indiana.edu)<<mailto:survprac@indiana.edu>>

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Date: Fri, 31 Oct 2008 09:50:12 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: AP Poll: 1 in 7 Voters Still Persuadable  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

AP Poll: 1 in 7 Voters Still Persuadable=20

By THE ASSOCIATED PRESS

<http://www.nytimes.com/aponline/washington/AP-AP-Yahoo-Poll-Changeable-Voters.html>

or

<http://tinyurl.com/5mz7qf>

=20

Published: October 31, 2008=20

Filed at 9:20 a.m. ET

=20

WASHINGTON (AP) -- Patrick Campbell worries Barack Obama will raise his taxes but thinks John McCain will send people off to war. He says that leaves him leaning toward Obama ... maybe.

=20

"I'm split right down the middle," said the 50-year-old Air Force Reserve technician from Amherst, N.Y. "Each one has things that are good for me and things that are bad for me. And people like me."

=20

With the sand in the 2008 campaign hourglass about depleted, Campbell is part of a stubborn wedge of people who, somehow, are still making up their minds about who should be president. One in seven, or 14 percent, can't decide, or back a candidate but might switch, according to an Associated Press-Yahoo News poll of likely voters released Friday.

=20

SNIP

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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