



# National Network of State Polls

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## NATIONAL NETWORK OF STATE POLLS NEWSLETTER # 10 SPRING, 1988

### NNSP AT AAPOR:

The Network of State Polls meeting at AAPOR was well attended and led to significant action. Most of the Executive Council was present as were representatives of many member organizations. Executive Council chairman Al Tuchfarber led the discussion on a number of major issues.

A brief review of the history of the Network revealed that three major functions for the Network had been established. The first was a communication function designed to keep people doing similar work in touch with each other. The second was an archive function designed to archive and disseminate data and questions from the state polls, and the third was a question standardization function which was an attempt to get the various state polls to agree on a common set of core questions.

It was the consensus of the group that the archive and standardization functions should be de-emphasized and that existing resources should be devoted to a broadly defined communications function. Following from this decision were a number of other decisions.

- (1) The Network will attempt to hold a one or two day meeting of its own every other year during odd numbered years. The location and dates will be determined later.
- (2) The Network will continue to hold an annual meeting at AAPOR.
- (3) The Executive Council tentatively plans to meet on December 9, 1988 in Atlanta to discuss the 1989 meeting and begin preparing for the 1990 and 1992 election years.

- (4) A communications/external affairs committee will be established. Al Tuchfarber has appointed Sue Dowden of the University of Maryland to chair the committee. Members wishing to serve on the committee should contact Sue.

Two other actions were discussed. It was agreed to form a committee to develop a set of bylaws for the Network. Al Tuchfarber will chair this effort. In addition, it was agreed that we should pursue the possibility of doing an edited volume on the 1988 and 1992 presidential races in key states represented by the Network. This latter effort requires further discussion.

#### NEW MEMBERS:

NNSP would like to welcome three new members to our organization. They are: Market Research and Issues Management, Inc. of Baton Rouge, Louisiana; Center for Applied REsearch of the University of Nevada-Reno and A. Alfred Taubman Center for Public Policy and American Institutions of Brown University, Providence, RI.

Market Research and Issues Management, Inc. has been in operation for 12 years. Their Director and NNSP contact is Robert S. Miler. They conduct eight statewide surveys a year with a typical sample size of 900 to 1200. Their data is stored on an IBM 380-30801 mainframe at Louisiana State University.

The Center for Applied Research at the University of Nevada-Reno has only been in operation since the Fall of 1986 and has completed one statewide survey so far. Their Director and NNSP contact person is Sandra Neese. Data for the Center is stored in ASCII format using the Statpac Gold statistical package as well as the SPSS system at the University of Nevada-Reno.

A. Alfred Taubman Center for Public Policy and American Institutions at Brown University has been in operation for two years and has conducted four statewide surveys. Darrell West is Director and NNSP contact person for the Center. Data is stored at the University using the SPSS system.

Please welcome our new members to NNSP by adding their addresses, found in the membership section of the newsletter, to your mailing lists. Network membership now totals 42 members in 37 states.

#### NNSP DIRECTORY:

Network members have changed a lot since the last NNSP Directory was printed and it is now time to update it. In the next few weeks you will be receiving a directory form to be completed and returned to the Network headquarters. Please fill these forms out and return them to us as soon as possible.

## INFORMATION REQUEST:

The Network still receives numerous requests for information concerning surveys members are doing. To be able to provide the information we still need you to send us copies of news releases, questionnaires and frequencies if you have them and copies of reports for surveys completed by your organization. To be able to provide this type communication service to other members and to non-members is what the Network will be concentrating on in the coming year.

To help in this communication function we would like for members with Bitnet to please send us your Bitnet addresses. If enough members have this type of service we may add this to our ways of communicating with members.

We would like to thank those members who contributed to this newsletter by sending in brief descriptions of what your organization is doing and hopefully by the next newsletter we will have more contribution from our members.

## UPDATE ON NETWORK MEMBERS

### ALABAMA (CAPSTONE POLL)

The Capstone Poll has carried out numerous surveys during the current fiscal year. These have been quite varied in topic and in scope. Being an election year, political polls have been a continuing source of activity. Studies have been done, at various times during the primaries, of both local and national candidates. Medical and environmental issues have also been important. Several studies were conducted which dealt with the perceived quality of physician and hospital-based care in the state of Alabama. A related effort focused on the knowledge of minority residents about AIDS.

The Poll has continued its central role in serving as service to business and industry in the region by conducting marketing and audience studies for various corporations, advertising agencies, and newspapers. Just completed is a national study of corporate CEO's which explored attitudes toward the south with regard to lifestyle and work style.

At present, a statewide survey is being conducted which deals with knowledge of and attitudes toward hazardous and toxic wastes. Scheduled for the immediate future are studies of legal needs of the poor and the quality of the arts and the cultural environment of Alabama.

#### CALIFORNIA (L.A. TIMES POLL)

Recent polls include: primary polls for Ohio, NH, Super Tuesday, FL, GA, KY, MS, NC, TX, IL, NY and PA and CA. Local polls on San Diego Balboa Park and Super Bowl attitudes plus the Mayoral race in Long Beach. Future polls include national poll on the two presidential candidates plus a delegate survey for the conventions.

#### CALIFORNIA (THE FIELD INSTITUTE)

Recent polls include: Democratic and Republican candidates; The Homeless; Financing of Political Campaigns; Prop. 69--Aids Disclosure; Prop 68, 71, 72, 73 --Taxation and Government Spending; Senate Races; Bond Proposals; Personal and State Economic Well-Being; Job performance ratings of President, Senators and Government in General; State and Senate Elections and Expected Voter Turnout for Presidential Primary.

#### FLORIDA (FLORIDA STATE UNIVERSITY)

Polls completed include: Florida Department of Transportation survey on Ride-Share, this was about the participation in the Ride-Share program sponsored by the Department of Transportation.

Florida Department of Transportation survey on Origination-Destination Travel Survey, a travel log was kept for all members of households surveyed.

Other surveys include one for the Florida Health and Rehabilitant services (HRS) concerning Aids; National Oceanographic and Atmospheric Administration Marine instrument users survey; and the continuing of the year long survey for the Job Training Partnership.

#### GEORGIA (UNIVERSITY OF GEORGIA)

Recent projects include:

Homeowners' Perceptions of Real Estate Brokers: a local study of area homeowners to assess their perceptions of real estate sales industry.

Interstate Passenger Safety Study: An observational study of vehicle occupants to determine extent of safety belt usage on the interstate highway system in rural Georgia.

Passenger Safety Survey: A replication of the 1986 telephone survey of Georgia drivers age 18 and older, this study addressed attitudes toward and reported use of safety belts and child restraint devices.

Georgia Fall Poll 1987: A statewide survey of attitudes about nutrition, the school lunch program, landscape plants, alcohol and drug use and Aids.

Standard Telephone Survey: Telephone survey of households served by a North Georgia telephone company to determine attitudes toward telephone company services and products.

Georgia Spring Poll 1988: A statewide survey of attitudes and opinions on problems facing young people; prescription medication, pharmacies and health; and life satisfaction.

Costal Georgia Recreational Crabbing and Shrimping Participation Project: Telephone survey of coastal Georgia residents to determine extent of recreational shellfishing, type of access and equipment used.

INDIANA (INDIANA UNIVERSITY)

John Kennedy replaced Terry White as Co-Director of the Center for Survey Research. In October-November the 10th Indiana Poll was conducted of approximately 700 state residents. From December to February a statewide RDD of about 750 state residents was conducted for Indiana University. In January Indiana Utility Consumer Counselor sponsored a poll of 850 state residents on Local Measured Telephone Pricing. In March the 11th Indiana Poll was conducted of about 840 state residents.

Underway now at the Center is the Survey of Governmental Objectives which is a national election survey sponsored by the University of California, Berkeley. The Center is conducting interviews in Indiana and some surrounding states as one of twelve sites participating in the survey. This summer the Center will replace its present CATI computer system with a 25 - 30 station PS/2 Model 50 network.

LOUISIANA (MARKET RESEARCH AND ISSUES MANAGEMENT, INC.)

Market Research and Issues Management, Inc. is one of the Networks newest members. Their address is:

Robert S. Miler, Director  
Market Research and Issues Management, Inc.  
Third Floor - One Maritime Plaza  
Baton Rouge, Louisiana 70802  
(504) 387-6766

MAINE (NORTHEAST RESEARCH)

Northeast Research's Survey, Assessment and Evaluation Division completed 13 surveys in 1987. Seven of these studies were epidemiological/public health or medical program-evaluation surveys in Connecticut, Maine, New York and Rhode Island. These were sponsored by the School of Public Health of Boston University Medical School, the Yale University Medical School, state health agencies in Connecticut and Rhode Island and several hospitals in Maine and New York.

Three surveys dealt with public issues. Two were Mainwide RDD surveys; the eighth annual Home Energy Survey sponsored by the State of Maine's Office of Energy Resources, and a pre-nuclear power referendum study conducted for the Bangor Daily News. The third public affairs survey sponsored by the City of Brewer, Maine, dealt with public issues and priorities in that city.

The project list was rounded out by marketing research surveys for a Maine regional hospital, a northern New England marketer of home-heating fuels and a nationwide catalogue house.

In other news the Survey, Assessment and Evaluation Division of Northeast Research announces the appointment of Ms. Carrie Demirelli as its Business Manager.

#### MARYLAND (INSTITUTE FOR GOVERNMENTAL SERVICES)

Sue Dowden, member of NNSP's Executive Committee, is directing a new survey research unit at the University of Maryland. This new unit specializes in survey research and other survey -related assistance to state and local government agencies. Called the Maryland Public Polling Project, this new unit is directly connected to the UM Survey Research Center which performs all data collection for the Project. The purpose of the new unit is to enhance the University's public service mission to state and local policy makers.

The success of the Project is evident in the work just in its first five months of operation: two survey projects for county level governments, assistance to three municipalities in the state, and service through the statewide Maryland Poll to four State of Maryland departments and agencies.

Sue can be contacted at the Institute for Governmental Services, 2101 Woods Hall, University, College Park, Maryland 20742, or call (301) 454-2507.

#### MINNESOTA (UNIVERSITY OF MINNESOTA)

The number and types of surveys conducted at the University of Minnesota's Center for Survey REsearch continue to grow. The switch to Fall of the 1987 state omnibus survey was quite successful with five state agencies and academic sponsors purchasing questions in seven substantive areas. Moving the survey away from conflicts with the legislative sessions seems to have been the major reason for this success.

Besides the annual state omnibus survey, MCSR conducted a Metropolitan omnibus survey of equal magnitude. Another two dozen surveys round out the work year. Just over half of these surveys are for state and local government. The remainder are University faculty research projects.

MCSR continues to expand into mail surveys and get up to 80 percent response rates, not 63 percent as reported in the Fall 1987 NEWSletter. Mail surveys now account for half of all contracts.

NEVADA (UNIVERSITY OF NEVADA-RENO)

One of NNSP's newest members. Address is:  
Sandra Neese, Director  
Center for Applied Research  
College of Arts and Science  
University of Nevada-Reno  
Reno, Nevada 89557  
(702) 784-6718

Recent publications available from the Center include the Nevada Public Affairs Review Legislative Issues, 1983; Public Opinion in Northern and Southern Nevada on Selected Legislative Issues, Dec. 1986; and Public Opinion in Nevada: Selected Legislative Issues, April 1987.

NEW JERSEY (RUTGERS)

Recent surveys topics include: Senate Races; Aids; Lottery support; Child Care; the Homeless and New Jersey Shore report.

NEW MEXICO (ZIA RESEARCH ASSOCIATES)

Zia Research is conducting statewide telephone surveys on the primary election, including some public issues questions for KOAT-TV, the ABC affiliate television station in New Mexico. These are known as The ZIA POLL. Zia will also conduct several surveys on the general election in the fall.

OHIO (UNIVERSITY OF OHIO-CINCINNATI)

Recent survey topics include: Local and State Elections; Presidential Primary election survey; Voter locations in the state; The Hart issue; Ohio's lag in Jobs and Salaries; Name Recognition in Senate Races; President and Governors performance ratings; How important is Religion; Concern over Foreign takeovers; Party affiliation and Vacation Spots for Ohioans.

SOUTH CAROLINA (UNIVERSITY OF SOUTH CAROLINA)

Mike Magiotto, Executive Council members, will be leaving the University of South Carolina for a new position as Chairman of the Political Science Department at Bowling Green State University in Bowling Green Ohio. L. Doug Dobson will be the Director of Bureau of Government Research and Services starting in August.

VIRGINIA (VA. COMMONWEALTH UNIVERSITY)

Scott Keeter, director of the Commonwealth Poll has a new telephone number: (804) 367-8813.

WISCONSIN (WISCONSIN SURVEY RESEARCH LABORATORY)

Recent surveys include: Survey of Veterinarians sponsored by the Wisconsin Department of Agriculture, Trade and Consumer Protection, conducted to determine how the Animal Health Laboratories are filling the pathology needs of Wisconsin Veterinarians and to ascertain future staffing needs based on projected volume of pathology services.

Survey of Greater Milwaukee sponsored by the U.W. Recreation Resources Center to determine how people in the greater Milwaukee area spend their vacation time, where they go, what they do, how they plan, in order to improve advertising and other promotional materials.

Survey of Small Business Employers and Employees sponsored by the State Department of Health and Social Services to discover the problems and barriers small businesses have in obtaining health insurance policies for their employees. The data will be used for program development.