



National Network of State Polls

Institute for Social Science Research
Box 870216 University of Alabama
Tuscaloosa, Alabama 35487-0216
205/348-3828

NATIONAL NETWORK OF STATE POLLS NEWSLETTER # 11 FALL/WINTER 1989

NNSP MEETING IN ATLANTA:

The National Network of State Polls Executive Council met in Atlanta on December 9, 1988. Four council members were present as were representatives from several other NNSP member organizations. Al Tuchfarber chaired the meeting.

A number of issues were addressed. Most significant was the ratification of agreements reached at the Spring '88 AAPOR meeting. These include:

(1) De-emphasizing the archival and standardization functions of the Network and focusing existing resources on a broadly defined communications function.

(2) Holding a meeting in conjunction with the AAPOR conference each year.

(3) Holding a special one or two day meeting every other year. (This will probably begin in 1989 or 1990.)

(4) Updating the Network by-laws to reflect the organization's current emphasis.

Also discussed was the general direction of the Network. The Council concluded that the Network's principal raison d'être is functioning as an organization of professionals doing the same type of work. By sharing insights and experiences those of us doing state polling can help each other. These conclusions support the decisions noted above which make the Network's principal function one of communication.

EXECUTIVE COUNCIL ELECTION:

Executive Council elections were held recently for one position on the Council. Al Tuchfarber will continue as council member until his Chairmanship term expires. Less than half of Network members voted in this election.

The newest member elected to the Executive Council is Cliff Zukin of Rutgers University. We are glad to welcome Cliff back to the Council and look forward to working with him in the future.

A second election will be held in May of 1989. Executive Council members and term are :

Suzanne Parker, Florida State University	May, 1989
Mike Magiotto, Bowling Green University	May, 1989
Pat Cotter, University of Alabama	January, 1990
Sue Dowden, University of Maryland	January, 1990
Al Tuchfarber, University of Cincinnati	January, 1990
Cliff Zukin, Rutgers University	January, 1991

AAPOR MEETING:

The Network hopes to schedule two meetings at the AAPOR Conference in May. The first will be a business meeting for members and non-members to be held during a round-table session. The second will be a panel, with presentations of papers by Network members on topics that would be of interest to survey researchers. These papers can be on the organizations projects, methodology, funding or problems encountered. If you have a paper that you would like to present please let me know by the first of March, 1989.

Also, please make plans to attend this years AAPOR Conference at Don CeSar Beach Resort St. Petersburg, Florida May 18-May 21, 1989. Hope to see you there.

INFORMATION REQUEST:

The Network needs your help in fulfilling the requests for information we receive from our members and non-members. We need you to send us copies of news releases and reports and if you can we also request that you send copies of your questionnaires and frequencies. If you can not send copies of all of your organization's projects please send me a letter listing them and any new projects on the agenda.

Communication is vital to the survival of the Network and without your cooperation the Network can not exist. Even if it is just to call and keep in touch, please do. Members have also requested that their addresses be included on all members mailing lists for press releases and publications that are send out.

My thanks goes out to those members who contributed to this newsletter. I know how busy everyone has been in the last few months and I appreciate those that took the time to respond to my request for information.

COMMUNICATION OUTLETS

We still need those members who have Bitnet to send the Network and NNSF members your Bitnet address. If enough members have this service it may be used in later correspondence within the Network.

The Network would also like to know how many of our members have a FACTS machine accessible to them. This also may be used as a means of communication in the future.

UPDATE ON NETWORK MEMBERS

NATIONAL NETWORK OF STATE POLLS (University of Alabama)

The Network has a Box number and zip code:

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Institute for Social Science Research
Box 870216 University of Alabama
Tuscaloosa, Alabama 35487-0216

CAPSTONE POLL (University of Alabama)

by Phil Coulter

During fall, 1988, the Capstone Poll was involved in several major surveys. For a consortium of daily newspapers, the Poll conducted a statewide presidential election survey, beginning with a sample of 500 registered voters in late August and continuing with a rolling weekly sample of 100 registered voters until election day. In addition, the Poll conducted a survey of registered voters in Tuscaloosa County, Alabama for the Republican Party. EmergiCare, Inc. sponsored a survey of utilization of and satisfaction with the University of Alabama's Student Health Services and the Environmental Protection Agency and Anniston Star sponsored separate statewide studies of attitudes toward environmental protection in Alabama.

Currently underway are a study of attitudes toward racial desegregation in and for Adams, County Mississippi and a series of monthly patient satisfaction surveys for a large regional hospital. Two newspaper readership and marketing surveys are in the planning stages.

Capstone Poll also has a new box number. It is Box 870216.

THE FIELD INSTITUTE (California)

Topics covered in the California Poll include: Senatorial election races; voter participation; car insurance; bond issues; housing and nutritional assistance; school funding and cigarette and tobacco tax; Reagan's job performance; presidential race; Governor's rating; Democratic Convention and Republican Convention; electoral vote analysis; expanding minority population in California; vice presidential candidates' evaluation; strengths and weakness of Dukakis and Bush and the debates.

L.A. TIMES POLLS (California)
by Susan Pinkus

The year was spent mostly on the presidential election. Exit polls were done in : Iowa caucus; New Hampshire Primary; Super Tuesday in Texas, North Carolina, Georgia, Florida, Kentucky, Mississippi; Illinois Primary; New York Primary; Pennsylvania Primary; California Primary; National Pre-election surveys; Chatsworth Survey; Pre and Post First and Second Debate; Post Vice President Debate and California pre-election survey.

In 1989, they will probably be doing some surveys on the Mayor's election (L.A. City) and more state-wide polls.

SURVEY RESEARCH CENTER (Florida State University)

NNSP has received publications of Issues of Policy Review (Summer and Fall) and Public Opinion from the Survey Research Center.

SURVEY RESEARCH CENTER (University of Georgia)
by Dorothy W. Kingery

SRC had conducted the following replication surveys:

GOHS Interstate Passenger Safety Survey-- observational study of safety belts

GOHS Passenger Safety Survey-- telephone survey on safety belts

GOHS Occupant Safety-- observational study on the use of child restraint devices and safety belts.

Coastal Georgia Recreational Crabbing and Shrimping--telephone surveys

Georgia SRC Fall Poll 1988-- attitudes on kindergarten and achievement tests, homeowners and landscaping, purchase of wine, political behavior, the subject of AIDS and nine demographic questions.

Fulton County Magnet Program-- public school system survey of attitudes regarding the establishment of magnet programs.

Generic Prescription Drugs-- assess residents' knowledge and use of generic prescription medications.

CENTER FOR GOVERNMENTAL STUDIES (Northern Illinois University)
by Ellen M. Dran

The Center for Governmental Studies has their 1987 report available; the major topic was taxes and spending, especially in relation to funding education and the Governor's proposal for new taxes. The 1988 survey went into the field the day after the election. It contains some election questions, more on taxes and spending, evaluation of public officials, current state issues, and questions on the Pledge of Allegiance and legalization of drugs.

CENTER FOR SURVEY RESEARCH (Indiana University)
by John M. Kennedy

Surveys include: Two statewide RDD surveys for the Indiana State Board of Health focusing on AIDS knowledge and attitudes. The survey was timed to proceed and follow the national mailing of the AIDS brochure.

A survey for the Indianapolis Parks and Recreation Department. This RDD survey of 1200 residents of Marion County, Indiana was directed by Ruth Russell of IU's Leisure Research Institute.

A statewide RDD survey of 1000 Hoosiers were sampled to determine their interest in televised college courses. The survey was conducted for the Indiana Higher Education Telecommunications System.

The Twelfth Indiana Poll was conducted during October. Some of the topics on the omnibus survey were: job training, the budget deficit, and reactions to the past summer's drought.

Today, we are completing a survey of 440 or so residents of Monroe County to assess attitudes towards the community that will be used in a large planning workshop which will be held Friday.

In early December, we will conduct a survey for members of the IU Telecommunication faculty on local interest in public radio.

During the last two weeks of December, testing of the new CATI system took place. We are installing a 30 station network of IBM Model 30's with 80286. We will have two IBM Model 80's with 300 Meg hard drives as servers. Four supervisor stations for telephone and screen monitoring will be installed. At the same time, Berkely has released a major upgrade of its CASES software, that will be tested. We expect to use a Primary Number Calling to test the new system.

Also there has been a change in the telephone number and zip code. The old phone (812) 335-2573 has been changed to (812) 855-2573. The old zip 47405 has been changed to 47401.

MARYLAND PUBLIC POLLING PROJECT (University of Maryland)

Topics of Press releases: Ratings of Governor, Legislature and President; drug related issues; mandatory recycling; support for handgun board; and presidential campaign.

MINNESOTA CENTER FOR SURVEY RESEARCH (University of Minnesota)

The Minnesota Center for Survey Research has published an annual report covering the 1987-88 fiscal year. The report shows growth in the number and variety of surveys completed, but goes beyond to list the education and research services provided to the University community and nearly 200 hours of unreimbursed consulting. To support this growth MCSR has added a new full-time survey manager, Ms. Nancy Davenport-Sis. A new brochure has been printed and distributed to encourage continued growth.

The 1988 state omnibus survey is now in the field supported by five clients; they cover the spectrum of academic, private, non-profit, and state agency. For the second year the state omnibus survey sample is being combined with our Metropolitan omnibus survey sample, meaning that roughly one third of all people interviewed answer questions from a combined instrument. A second one third are asked state only question, and the last one third asked metro only questions. This has been a cost effective way of fielding these two omnibus surveys.

THE STAR-LEDGER/EAGLETON POLL (New Jersey)

Topics include: Senatorial races; AIDS; Child Care; State Lottery; Homelessness in New Jersey; popularity and ratings of the Governor; party control of legislature; Drinking and Driving; Support for Raising of Speed Limit; Money in Politics: Lobbyists, Legislators and Campaign Financing; Solid Waste Disposal; Name Recognition of Candidates; Regional Coastal Authority; Democratic Candidates; Republican Candidates; Economic Issues for Candidates; Presidential Race; Qualifications of Vice-Presidential candidates and Corporate Polluters.

The Eagleton Institute of Politics at Rutgers University announced the resignation of Cliff Zukin as Director of the Center for Public Interest Polling and the Star-Ledger/Eagleton Poll. Zukin resigned citing a desire to pursue other activities. Bob Carter, currently Associate Director of the Poll will be serving as Acting Director in the interim.

ZIA RESEARCH ASSOCIATES, INC. (New Mexico)

NNSP has available ZIA questionnaires, reports, frequencies and methodology for the election survey and public issues.

POLIMETRICS LABORATORY FOR POLITICAL AND SOCIAL RESEARCH (Ohio State University)

by Kathleen Carr

This year the Polimetrics Laboratory will be engaged in three state wide political studies. Funding for these studies was received from the Office of Research and Graduate Study at The Ohio State University. The first survey, compared Ohio residents' views of the Ohio Legislature and its members with their views of the U.S. Congress and its members. This included attitudes towards, evaluation of and knowledge about the two institutions.

The second study, based in the 1988 post-election interviews continues a post-election series in Ohio that was initiated in 1984, and repeated in 1986. It includes the usual post-election questions on voting behavior but focuses upon the mass media and inter-personal network context of the voting decision, including extensive questions on the extent of political conversation in the home, at work, with neighbors and in other social groupings.

The third study will be conducted in Spring 1989 on a topic of research interest to members of the Political Science Department.

INSTITUTE FOR POLICY RESEARCH (University of Cincinnati)

Press release topics include: Corporate Takeover Judged Bad; Loss of Manufacturing Jobs; Ohio Presidential Race; Senatorial Campaign; Popular President helps Bush; Problem for next President; Carter Press Conference in Cincinnati; and Sales Tax Increase for Schools.

The Institute also has a new mail location and zip code and phone number. They are: Mail Location #65; zip code 45221-0065 and new phone number (513) 556-3001.

A. ALFRED TAUBMAN CENTER FOR PUBLIC POLICY AND AMERICAN INSTITUTIONS (Brown University of Rhode Island)

In the Public Opinion Report for June issues concerning AIDS, Drunk DRiving and Capital Punishment were covered. For August topics include the Economy, Role of Government, and Candidate Preferences. In October, topics covered were the Presidential Debate, Job performance and Candidate Preferences.

THE COMMONWEALTH POLL (Virginia Commonwealth University)

Press Releases for Commonwealth Poll include Presidential Election race and Pari-Mutual Betting Referendum.

WISCONSIN SURVEY RESEARCH LABORATORY (University of Wisconsin-Extension)

by Mary Louise Brady

Surveys conducted by the Wisconsin Survey Research Laboratory include; the Beaver Dam Eye Study sponsored by the University of Wisconsin Medical School Eye Department. The purpose of the study was to do a census and elicit from those residents 42-85 any eye disease or conditions they have.

A statewide survey of attitudes toward AIDS was sponsored by the Wisconsin Department of Health and Social Services. Its purpose was to discover if the Surgeon General Koop's AIDS brochure improved the knowledge Wisconsin people have about AIDS.

The third survey was the Wisconsin Tourism Survey-1988 sponsored by the State of Wisconsin Department of Development. The purpose of this study was to discover where people obtain information about vacation areas; the type of vacations they take; when they take them; and what advertising is most effective.

RYAN/SAMPLES RESEARCH (West Virginia)

Ryan-Repass Research, Inc. is now Ryan/Samples Research, Inc. The President is R. Robert Samples. Please make a note of the change in address:

Ryan/Samples Research, Inc.
P.O. Box 1975
Charleston, WV 25327

GOVERNMENT RESEARCH BUREAU (University of Wyoming)

by Janet Clark

The GRB is in the process of completing the call back segment of the 1988 Statewide Election Survey as of November 15, 1988. As usual, we had a sample of 1100 stratified by county. Over the past 15 years the GRB has averaged about four surveys per year. Most have been contract surveys for public or private sponsors with our big statewide pre-election survey every two years. The trend this year has been up. We will do seven, nearly double our average. Clearly, polling research has become very popular.