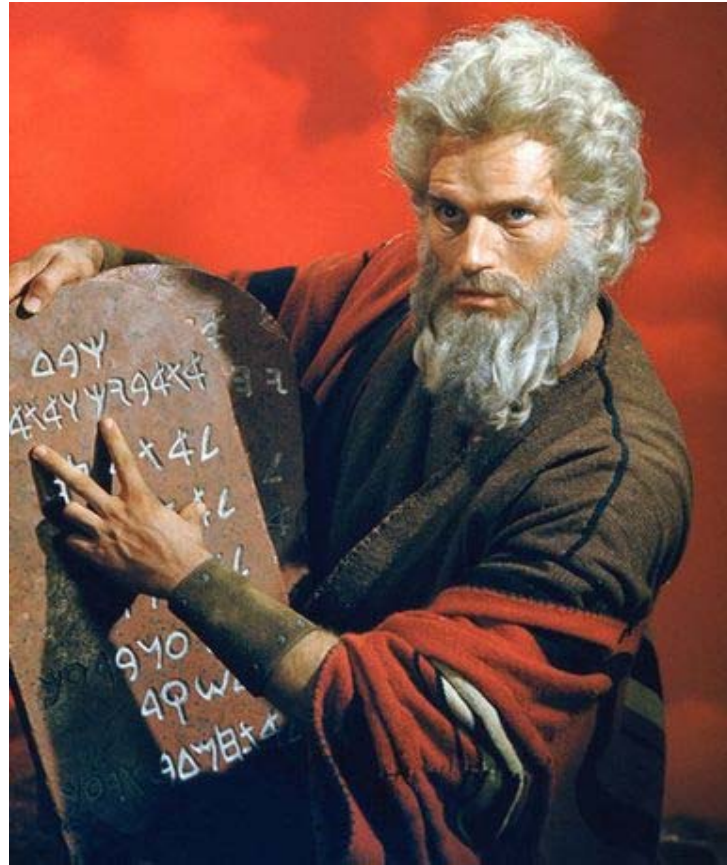


Survey Reporting Standards

Gary Langer
Director of Polling, ABC News

Survey Quality Conference
Harvard University Program on Survey Research
April 17, 2009





Good Data

- Are powerful and compelling
- Rise above anecdote
- Lend credibility and authority
- Imply precision & scientific method
- Expand our knowledge and improve our understanding



Other Data

- May be manufactured to promote a product, client or point of view (or just poorly done)
- Are easily intentionally manipulated
- Are increasingly prevalent (cheaply produced via Internet, e-mail)
- Leave the house of inferential statistics
- Lack the validity and reliability we seek
- Can misinform, even disinform our judgment



The Challenge

- *Recognize that it's not all just numbers*

I DIDN'T HAVE ANY ACCURATE NUMBERS SO I JUST MADE UP THIS ONE.



www.dilbert.com scottadams@aol.com

STUDIES HAVE SHOWN THAT ACCURATE NUMBERS AREN'T ANY MORE USEFUL THAN THE ONES YOU MAKE UP.



5/8/08 © 2008 Scott Adams, Inc./Dist. by UFS, Inc.

HOW MANY STUDIES SHOWED THAT?



EIGHTY-SEVEN.





The Difficulties Before Us

In production:

- Internet click-ins
- Internet opt-in panels
- Blast faxes/e-mails
- Street/mall/coffee-house intercepts
- Listed surname samples
- Urban-only samples
- Census-density samples
- IVR robo-polls
- Opaque or non-empirical weights
- Absence of supervision, validation, QC

In presentation:

- Misrepresentation of sampling used
- Leading or unbalanced questions
- Biasing question order
- Selective or hyped analysis
- Fake trend
- False significance
- Outright fabrication

Problem Data

(From a cast of thousands...)

- American Medical Association - Spring Break Sex
- CASA drug abuse research
- National Sleep Foundation
- Intercollegiate Studies Institute – Civic Literacy
- Automaker bailout - Garin-Hart-Yang for G.M.
- Harris Poll – Obama and Jesus
- Reeve Foundation – Paralysis Incidence

The question
What is acceptable?

The solution
Standards

But what and how?



Online Survey

Traditional phone-based survey techniques suffer from deteriorating response rates and escalating costs. YouGovPolimetrix combines technology infrastructure for data collection, integration with large scale databases, and novel instrumentation to deliver new capabilities for polling and survey research.

[\(read more\)](#)



ABC News polls - AAPOR RR3

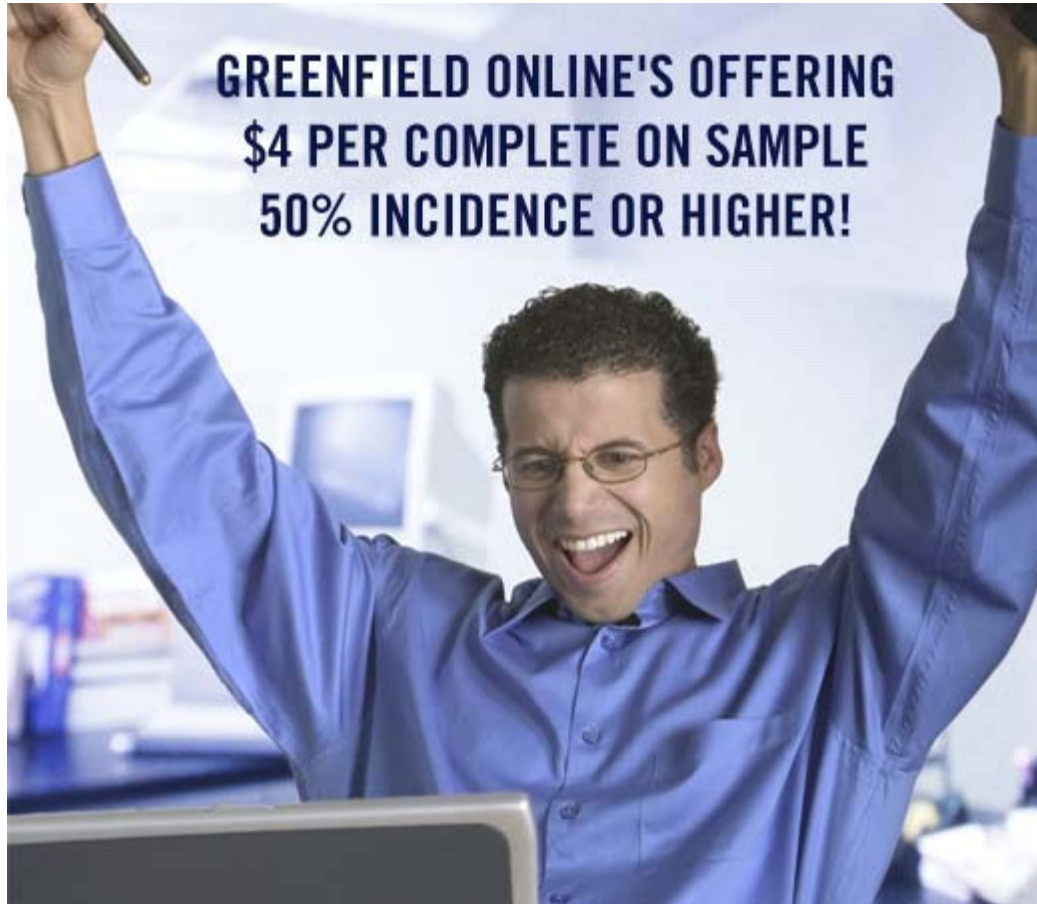
2008	28%
2007	24
2006	30
2005	28
2004	33
2003	30

Pew '06 25 vs 50

Keeter et al. 2006: "...little to suggest that unit nonresponse within the range of response rates obtained seriously threatens the quality of survey estimates." (See also 2000, 36 vs 61)

Holbrook, Krosnick, Pfent 2005: "Lower response rates seem not to substantially decrease demographic representativeness within the range we examined. This evidence challenges the assumptions that response rates are a key indicator of survey quality."

**GREENFIELD ONLINE'S OFFERING
\$4 PER COMPLETE ON SAMPLE
50% INCIDENCE OR HIGHER!**





Questions...

- ***Who joins the club, how and why?***
- ***What verification and validation of respondent identities are undertaken?***
- ***What logical and QC checks (duration, patterning, data quality) are applied during DP?***
- ***What weights are applied, and how? With what empirical basis and what effect?***

STATUS
NOT LOGGED IN

UNDERSTANDING PEOPLE

INTERNET POLLING GETS TO THE HEART OF THE MATTER

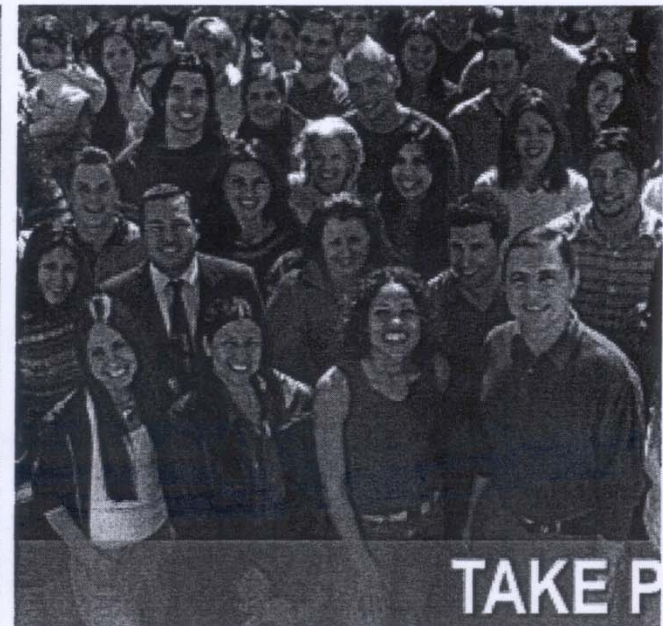
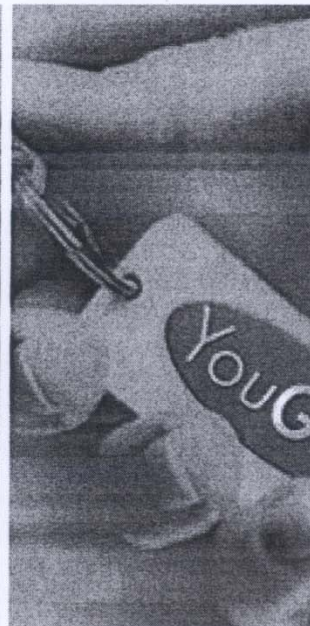
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and get paid for it
REGISTER NOW

New registration ▶

How does it work? ▶

IRAQ
Latest
YouGov Data



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- More influence** - *On the decisions of major companies*

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Being part of the number one online survey community gives you access to surveys from the most influential players in the marketplace.

Quality matters

Because of our global focus on quality practices, companies trust the results of our surveys and pay more attention to your opinions.

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Step 1 of 3

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Password

Join

How it works...

Surveys
4 Cash



Product
Evaluation
Surveys



Focus
Groups



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

From: Ipsos News Alerts [mailto:newsalerts@ipsos-na.com]

Sent: Friday, March 27, 2009 5:12 PM

To: Langer, Gary

Subject: **McLeansville Mother Wins a Car By Taking Surveys**

McLeansville Mother Wins a Car By Taking Surveys

Toronto, ON- McLeansville, NC native, Jennifer Gattis beats the odds and wins a car by answering online surveys. Gattis was one of over 105 300 North Americans eligible to win. Representatives from Ipsos i-Say, a leading online market research panel will be in Greensboro on Tuesday, March 31, 2009 to present Gattis with a 2009 Toyota Prius.

Access the full press release at:

http://www.ipsos-na.com/news/pressrelease.cfm?id=4331&wt.mc_id=1110010&ce=gary.e.langer@abc.com&link=4331&top=

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

From: Students SM Team [<mailto:alumteam@teams.com>]

Sent: Wednesday, October 04, 2006 11:27 AM

Subject: New Job opening

Hi,

Going to school requires a serious commitment, but most students still need extra money for rent, food, gas, books, tuition, clothes, pleasure and a whole list of other things.

So what do you do? "Find some sort of work", but the problem is that many jobs are boring, have low pay and rigid/inflexible schedules. So you are in the middle of mid-terms and you need to study but you have to be at work, so your grades and education suffer at the expense of your "College Job".

Now you can do flexible work that fits your schedule! Our company and several nationwide companies want your help. We are looking to expand, by using independent workers we can do so without buying additional buildings and equipment. You can START IMMEDIATELY!

This type of work is Great for College and University Students who are seriously looking for extra income!

We have compiled and researched hundreds of research companies that are willing to pay you between \$5 and \$75 per hour simply to answer an online survey in the peacefulness of your own home. That's all there is to it, and there's no catch or gimmicks! We've put together the most reliable and reputable companies in the industry. Our list of research companies will allow you to earn \$5 to \$75 filling out surveys on the internet from home. One hour focus groups will earn you \$50 to \$150. It's as simple as that.

Our companies just want you to give them your opinion so that they can empower their own market research. Since your time is valuable, they are willing to pay you for it.

If you want to apply for the job position, please email at:
job2@alum.com Students SM Team



- Opt-in online panelist
- 32-year-old Spanish-speaking female African-American physician in Billings, MT



HarrisPollOnlineSM Rewards



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- My HIpoints Account
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- Redeem My HIpoints
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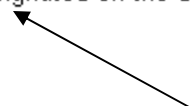
How HIpoints Work

Because you are a valued Harris Poll Online panel member, we want to thank you for your continued support and participation in our surveys. This program is a fast and easy way to earn exciting rewards just by completing Harris Poll Online surveys. We will automatically create an account for you as soon as you complete an eligible survey. All you need to do is come to this site and login to activate your account.

Since we value your privacy, your personal information is not provided to third parties except for our agents who are working to mail your rewards. We have contracted with our agents to make sure your personal information remains private. Neither Harris Interactive, its agents nor any other third parties will use your personal information to send any special product offers from outside companies.

Choose What You Want From a Variety of Great Rewards

When you reach a redemption level, you will be able to choose a reward from a HIpoints Folio that includes a variety of merchandise and gift certificates. The reward that you choose will be sent directly to you or to the person designated on the delivery form **at absolutely no cost**.





Professional Respondents?

Among 10 largest opt-in panels:

- 10% of panel participants account for 81% of survey responses;
- 1% of participants account for 34% of responses.

Gian Fulgoni, chairman, comScore, Council of American Survey Research Organizations annual conference, Los Angeles, October 2006.

Convenience Sample MOE?

- Economist/YouGov/Polimetrix: “Margin of error: +/- 4%.”
- Zogby Interactive: “The margin of error is +/- 0.6 percentage points.”
- Ipsos/Reuters: “The margin of error is plus or minus 3.1 percentage points.”
- Kelton Research: “The survey results indicate a margin of error of +/- 3.1 percent at a 95 percent confidence level.”
- PNC/HNW/Harris Interactive: “Findings are significant at the 95 percent confidence level with a margin of error of +/- 2.5 percent.”
- Radio One/Yankelovich: “Margin of error: +/-2 percentage points.”
- Citi Credit-ED/Synovate: “The margin of error is +/- 3.0 percentage points.”
- Spectrem: “The data have a margin of error of plus or minus 6.2 percentage points.”
- Luntz: “+3.5% margin of error”
- Teen Research Unlimited: “Letters are used to represent segments for statistical testing. A capital letter indicates a value “significantly” higher at the 95% confidence interval (lowercase at 90%).”



Our approach

ABCNews Polling Unit

[Home](#) > [The Polling Unit](#) > [PollingUnit](#)

ABC News' Polling Methodology and Standards

The Nuts and Bolts of Our Public Opinion Surveys

by GARY LANGER
March 27, 2009



3 comments

A summary of ABC News polling standards and methodology follows.

Standards

The ABC News Polling Unit vets all survey research presented to ABC News to ensure it meets our standards for disclosure, validity, reliability and unbiased content. We recommend that our news division not report research that fails to meet these standards.

On disclosure, in addition to the identities of the research sponsor and field work provider, we require a detailed statement of methodology, the full questionnaire and complete marginal data. If any of these are lacking, we recommend against reporting the results. Proprietary research is not exempted.

Methodologically, in all or nearly all cases we require a probability sample, with high levels of coverage of a credible sampling frame. Self-selected or so-called "convenience" samples, including internet, e-mail, "blast fax," call-in, street intercept, and non-probability mail-in samples do not meet our standards for validity and reliability, and we recommend against reporting them.

We do accept some probability-sample surveys that do not meet our own methodological

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WATCH: Breast Cancer Education - Too Soon?



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US News



BLOG: President Bush: Where's At



ABC News Vet Summary

- 561 data providers vetted to date
- OK: 84
- Acceptable, w/ reservations: 80
- Check: 125
- Not airworthy: 272



Shared Judgments

- *The New York Times*: “Self-selected or ‘opt-in’ samples — including Internet, e-mail, fax, call-in, street intercept, and non-probability mail-in samples — do not meet The Times’s standards regardless of the number of people who participate.”
<http://www.nytimes.com/packages/pdf/politics/pollingstandards.pdf>
- *The Associated Press*: “Only a poll based on a scientific, random sample of a population – in which every member of a population has a known probability of inclusion – can be used as a reliable and accurate measure of that population’s opinions.”
AP Stylebook
- *The Washington Post*: “Only polls conducted using a “probability sample” are reliable. ...No poll where respondents ‘opt-in’ by choosing to participate without being randomly selected produces good data.”
Per WaPo polling unit



And you?



Case Studies: The Academic File

- Harvard IOP
- Harvard Medical
- HSPH
- University of Maryland
- Oregon State University
- Duke University
- Johns Hopkins
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Fall 2008 Survey

OBAMA MAINTAINS STRONG LEAD IN PRESIDENTIAL RACE AMONG ENERGIZED YOUTH VOTE, HARVARD POLL FINDS

October, 22 2008

The online survey of 2,406 18-24 year-old U.S. citizens conducted by Harris Interactive® for the IOP between September 12 and October 6, 2008 finds –

- **U.S. Senator Barack Obama is favored among 18-24 year-old likely voters by nearly a 2-1 margin over U.S. Senator John McCain in the race for President.** Just weeks before Election Day, Senator Obama holds a twenty-six point lead (56%-30%; 15% undecided) over Senator McCain in the 2008 presidential race, a lead that has remained virtually unchanged since July (55%-32%) and March (53%-32%) 2008 IOP polling. Obama's lead grows slightly among young people saying they will "definitely" be voting (59%-31%). As IOP polling also showed in July, young people continue to say they "trust" Obama more than McCain on eight out of ten major domestic and foreign policy issues facing the country.
- **Youth are ready to answer a new call for public service, including working in government.** Almost six in ten (59%) 18-24 year-olds say that they are personally interested in engaging in some form of public service to help the country. Nearly one-half (47%) of this group said engagement could include working for the federal, state or local government; almost a third (32%) said they would think about getting involved in a political campaign; and nearly two in ten (17%) said they would consider running for office. Importantly, this is one issue where strong support is seen regardless of party (Democrats 68%, Republicans 63%, Independents 57%), presidential candidate supported (67% Obama supporters, 63% McCain supporters), or gender (63% women, 55% men) of young people today.
- **Economy is ten times more important to young people today than one year ago.** More than half of young people (53%) say economic issues are their top concern. IOP polling showed 30% of young people expressing the same opinion in March and only 5% in the fall of 2007. During the same time period, the percentage of young people who said Iraq and the War in general was their top concern fell from 37% (fall 2007) to 20% (March 2008) to 9% today. No other



Harvard IOP Surveys

- Spring 2000-Spring 2006: Listed sample of undergraduates compiled from college telephone directories.
- Fall '06: online opt-in panel, vendor “Prime Group,” respondents age 18 to 24. (Not restricted to undergrads; triples universe.)
- Since Spring '07: Harris Interactive



Problems: Dialed

- We estimate 2003 noncoverage at nearly 70% and 2004 noncoverage at appx. 57% of undergraduates (and 80% of colleges).
- Age restriction (<25) applied '00-Fall '03; not applied in '04-Spring '06.
- 10/05 study: “40% of college students believe we should withdraw some troops from Iraq, compared to 27% among the general public.”
 - Comparison to Gallup 8/05 rather than Pew 10/05.
 - Analysis excluded withdraw “all.” Net “all/some” in contemporaneous data was 62% students, 56% gen. pop. – much less dramatic difference.



	Gen pop		Undergrad
	Gallup 8/05	Pew 10/05	IOP 10/05
Send more	19%	10%	4%
Keep as now	26	28	28
W/draw some	27	30	40
W/draw all	26	26	22
No opin.	2	6	6



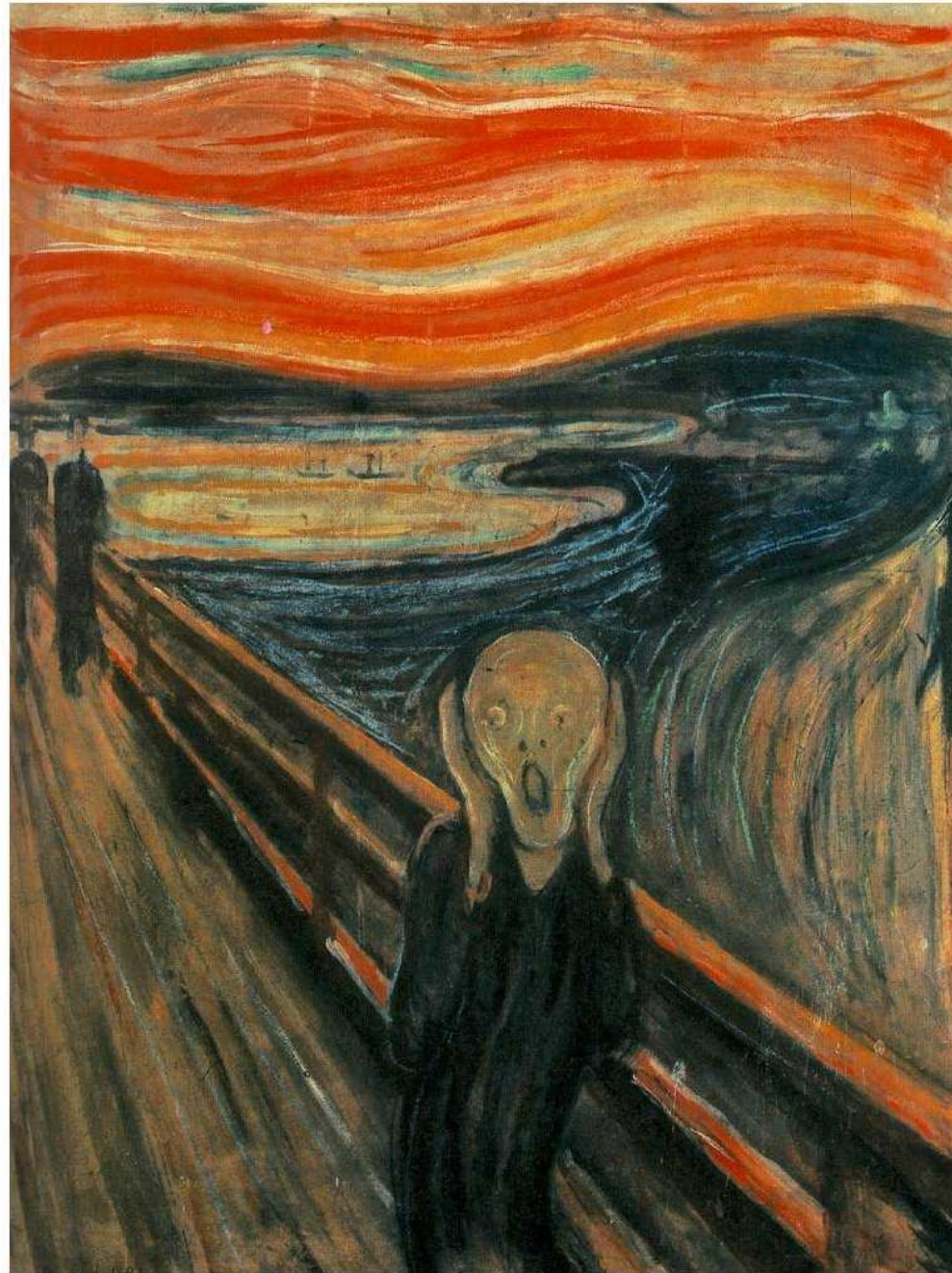
Problems: Opt-In

- Fall '06: “With landline coverage of 18- to 24-year olds at only 52%, RDD polling for this demographic is not reliable.”
 - No explanation of how opt-in *is* reliable, how previous listed sample given its noncoverage *was* reliable, or discussion of cell-only option. (Also no source given for coverage estimate; NHIS is 75%, not 52%.)
- Error margin claimed for non-probability convenience sample: Fall '06, “+/- 1.96%” (N=2,546); Spring '07, “Margin of Error +/- 3%” (N=2,923). No justification or explanation of computation.
- No disclosure re: recruitment, verification, validation.



And further

- Fall '07, claim of MOE vanishes.
- Data are compared, population and sampling differences regardless.
 - e.g. Spring'08, “For the first time since we began asking the question in 2002, the poll shows that the economy is the most important national issue.”
 - and: “Seventy percent of college students... (up from 60 percent in Spring 2006)...”





Harvard Medical School: Medical Bankruptcies

- “...we must also address the crushing cost of health care. This is a cost that now causes a bankruptcy in America every thirty seconds.”
 - *Barack Obama, address to joint session of Congress, 2/24/09*
- “The cost of health care now causes a bankruptcy in America every thirty seconds.”
 - *Obama, White House conference on health care, 3/5/09*
- “Every 30 seconds in the United States, someone files for bankruptcy in the aftermath of a serious health problem.”
 - *Elizabeth Warren, Harvard University, Washington Post op-ed, 2/9/05*



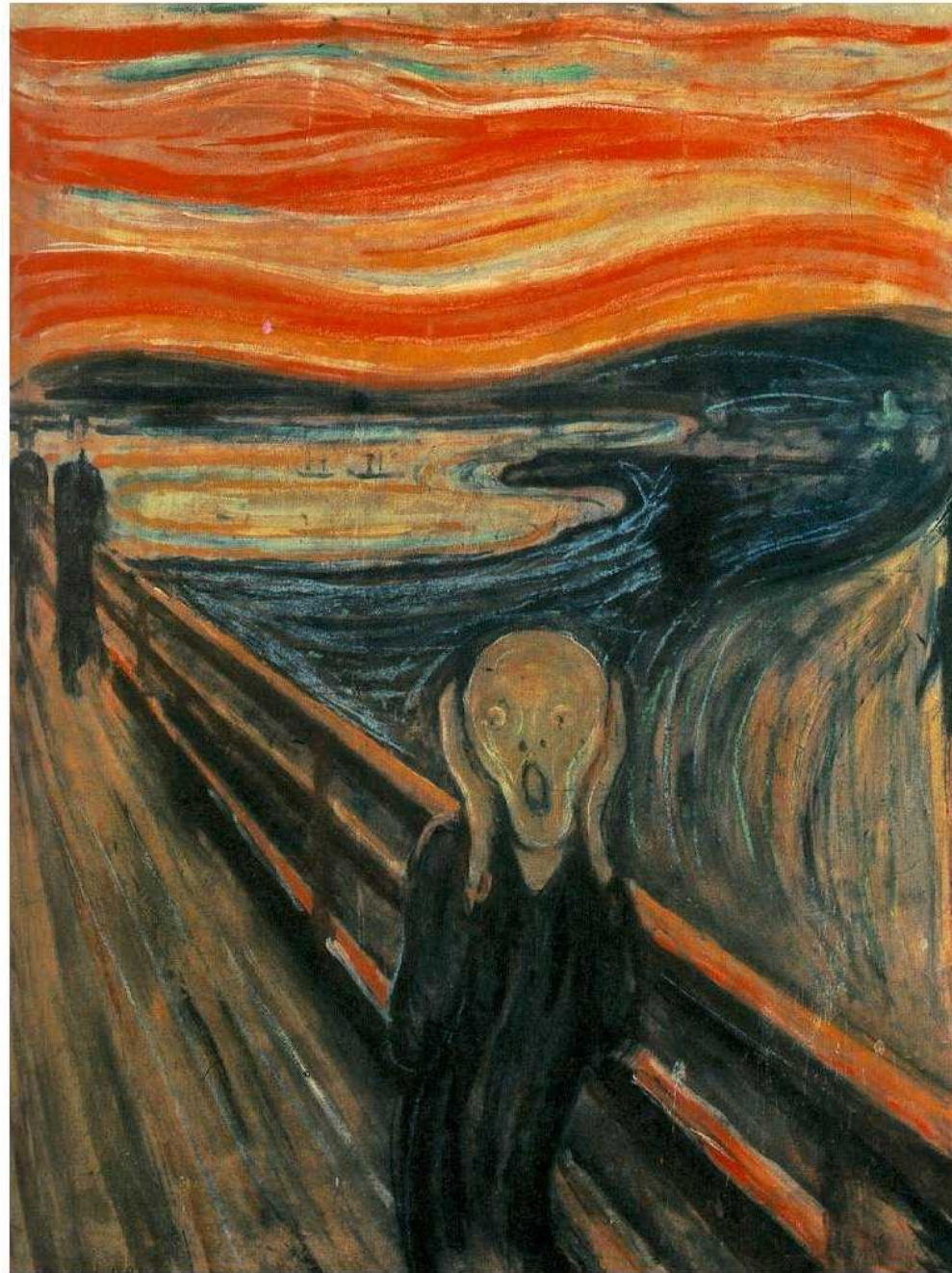
From Whence it Came

- 2005 paper by Dr. David Himmelstein, Harvard Medical School, Prof. Elizabeth Warren, Harvard Law, et al., on study of 2001 bankruptcies, *Health Affairs* W5.63
- “Illness and Medical Bills Cause Half of all Bankruptcies – 2 Million Americans Financially Ruined Each Year”
Harvard Medical School news release, 2/2/05
- “Costly illnesses trigger about half of all personal bankruptcies... according to findings from a Harvard University study to be released Wednesday.”
AP, 2/1/05



Problems

- “Medical” issues asked as “a reason” not as “a/the cause” of bankruptcy; this plus others netted to 54.5%.
 - Question: “People give many reasons for filing for bankruptcy. Please check all of those that apply to your situation.”
 - Analysis: “cited medical causes,” “a significant cause,” “medical bankruptcies,” “medical debtors,” “families bankrupted by medical problems.”
- Qualifying “medical” reasons inc. death of a family member, gambling, alcoholism, drug abuse/addiction. “Illness or injury” alone cited as a reason by 28%.
- “Medical bankruptcy” also inc. uncovered bills >\$1,000 over two years, or loss of 2 weeks’ pay for health reasons, regardless of cited reasons for filing.
- Survey sampled bankruptcy filers in five federal court districts; noncoverage of 86% of all filers nationally.
- Author: “Obviously the extrapolation is rough.”
Apparently no one told Barack Obama





QUICK SEARCH: [advanced]

Author: Keyword(s):

Go

Year: Vol: Page:

Health Affairs, 24, no. 3 (2005): 822-831
doi: 10.1377/hlthaff.24.3.822
© 2005 by [Project HOPE](#)

Americans' Responses To The 2004 Influenza Vaccine Shortage

Catherine M. DesRoches, Robert J. Blendon and John M. Benson

Abstract

Polling taken during the 2004 influenza vaccine shortage found a high level of public concern but no consensus on who should be responsible for solving the problem. A substantial minority questioned whether the vaccine should be reserved for high-risk groups, while a majority thought that care providers

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Data Sources And Methods

The data presented here are mainly derived from a survey designed by researchers at the Harvard School of Public Health. Telephone interviews were conducted by International Communications Research (ICR) between 29 October and 9 November 2004. The questionnaire was administered to adults age eighteen and older, selected using a fully replicated, stratified, single-stage, random-digit-dialing sample of households nationally. A total of 1,227 adults completed interviews. This group included an oversample of parents with children ages 6–23 months. A total of 249 interviews with this group were completed.⁶

The data were weighted to account for the disproportionate probability of household selection attributable to multiple telephone lines and the probability associated with the random selection of an individual household member. In addition, the data were weighted by age, sex, race/ethnicity, education, region, census division, and metropolitan status to be nationally representative.⁷

- ▲ [Top](#)
- [Data Sources And Methods](#)
- ▼ [Study Results](#)
- ▼ [Discussion And Conclusions](#)
- ▼ [NOTES](#)

7. The study was conducted as part of an omnibus survey; therefore, the data are not collected in a way that allows for the calculation of the response rate. However, studies have indicated that when the results from a survey with a long field period and a high response rate are compared with a survey with a field time that is similar to the Harvard School of Public Health survey, few statistically significant differences are observed...



Excel 10/19/02

Completed Interview	1026
Intro Refusal	3785
No Answer/call limit reached	6303
Busy	576
Callbacks	636
Stopped Interview	233
Specific Callback Appt.	778
Disconnected/non-working	3596
Foreign language barrier	343
No eligible respondent	190
Respondent not available	94
Non-residential number	1787
Number has changed	1205
Claims to have done survey	15
Fax/Modem	1152
Caller ID Block/ans. machine	570
TOTAL	22289
Overall RR	0.07
Cooperation Rate	0.20
Noncontact Rate	0.63



Plenty of Company



PIPA/GlobeScan/BBC WS polls

(PIPA = Program on Int'l Policy Attitudes, University of Maryland)

3/31/09: “Major reform of the international economic system is needed in order to solve the current crisis, according to a new global poll of over 29,000 people carried out for BBC World Service.

“As G20 leaders prepare to meet in London this week, 70 per cent of those across the 24 countries polled by GlobeScan think 'major changes' are required to the way the global economy is run. Only 4 per cent think no significant changes are needed.”



Concerns

- Total 3 Qs, 1 follow-up.
- "Do you think that the current economic crisis points to the need for major changes, minor changes or no significant changes" in respondent's country and in the international economic system.
- 2-1 unbalanced, use of "crisis," "change" undefined.



...and Problems

- Results averaged across all countries; Portugal (adult pop. 9m) receives same weight as China (1b).
- “Central America” reported as a “country”; apparently an unweighted 6-country avg.
- Fourteen of the 29 national samples are urban-only – detailed in footnotes on p. 21 of the report.

1In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo, representing 17.5% of the total national adult population.

2In Chile the survey was conducted in 80 cities, representing 85% of the adult national population. The cities were located in Aisen del General Carlos Ibanez del Campo, Antofagasta, Araucania, Atacama, Biobio, Coquimbo, Libertador General Bernardo O'Higgins, Los Lagos, Magallanes y la Antartica Chilena, Maule, Metropolitan, Tarapáca, and Valparaiso regions.

3In China the survey was conducted in Beijing, Beiliu, Chengdu, Dujiangyan, Feyang, Fuyang, Guangzhou, Hangzhou, Manzhouli, Quanzhou, Qujing, Shanghai, Shenyang, Shuangcheng, Wuhan, Xi'an, Xining, and Zhengzhou, representing 43% of the total national adult population.

4In Costa Rica the survey was conducted in n=36 cities/towns, representing 20% of the total national adult population.

5In Egypt the survey was conducted in urban areas of Alexandria, Cairo, Giza, and Shobra Al Khima representing 21% of the total national adult population.

6In El Salvador the survey was conducted in n=26 cities/towns, representing 30% of the total national adult population.

7In Guatemala the survey was conducted in n=13 cities/towns, representing 21% of the total national adult population.

8In Honduras the survey was conducted in n=15 cities/towns, representing 33% of the total adult population.

9In Mexico the survey was conducted in Acapulco, Cuernavaca, Guadalajara, Hermosillo, Juarez, Leon, Mexico City, Monterrey, Morelia Mérida, Oaxaca, Pachuca, Puebla, Tampico, Tijuana, and Veracruz, representing 21% of the total national adult population, and 80% of the residential land lines.

10In Nicaragua the survey was conducted in n=12 cities/towns, representing 28% of the total national adult population.

11In Panama the survey was conducted in n=52 cities/towns, representing 41% of total urban adult population.

12In the Philippines the survey was conducted in the National Capital Region representing 12% of the total national adult population.

13In Portugal the survey was conducted in Almada, Amadora, Beja, Braga, Castelo Branco, Évora, Faro, Guarda, Leiria, Lisboa, Loures, Oeiras, Porto, Santarém, Setubal, Vila Nova Famalica, Vila Nova Gaia, and Viseau, representing 20% of the total national adult population.

14In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 34% of the total national adult population.



Good Enough for U. Md?

Coverage - PIPA/GlobeScan/BBC WS

Chile	85%	
China	43	
Panama	41	(?)
Turkey	34	
Honduras	33	
El Salvador	30	
Nicaragua	28	
Egypt	21	
Guatemala	21	
Mexico	21	
Costa Rica	20	
Portugal	20	
Brazil	17.5	
Philippines	12	



April 07, 2009
10:29 AM

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SOCIAL ISSUES

For Immediate Release
September 10, 2008

 [E-mail this release](mailto:ntickner@umd.edu)

Contacts: Neil Tickner, 301 405 4622 or ntickner@umd.edu

All 22 Countries in UMD/BBC Poll Prefer Obama

Barack Obama is the preferred U.S. presidential candidate in all 22 nations polled for the BBC World Service by the University of Maryland and Globescan.



On average, Obama was preferred by a four to one margin (49 percent to 12 percent) over his Republican rival John McCain in the poll of 22,000 people.

But the margin ranged widely across nations, with Obama favored by nine percent in India to 82 percent in Kenya. Nearly 40 percent of those surveyed did not take a position. This was particularly the case in Russia, Turkey and Egypt.

The results are drawn from a survey of 22,531 adult citizens across 22 countries conducted for the BBC World Service by the [University of Maryland Program on International Policy Attitudes \(PIPA\)](#) and the

UNIVERSITY NEWS

[Online Media Toolkit Focused on Climate Change](#)

[Hornbake Studio -- Media Information](#)

[Campus Filming Guidelines](#)

[Long-Distance Teleportation Between Two Atoms Achieved](#)

MARYLAND IN THE NEWS

In Today's News, April 6

[For Most, a Furlough Is No Day at the Beach](#)

President Mote describes his furlough days -- he's treating those days like any other day, working at his job. (*Chronicle of Higher Education*)

[Archiving Writers' Work in the Age of E-Mail](#)

Maryland Institute for Technology in the Humanities' Matthew Kirschenbaum and Douglas Brinkley discuss what



Rand/Oregon State

- 2005 Rand Corp./Oregon State University poll found “significant numbers of African Americans believe in conspiracy theories about AIDS.”
 - 16 percent in agree/disagree (acquiescence bias).
 - Sample limited to 15- to 44-year-olds.
 - Survey intro twice says it is “about discrimination...”
 - Sample limited to high-density (>26%) black Census tracts; noncoverage 49.5%.



Duke.... Hopkins...

- 2007 Duke University “nationally representative” study of infertility clinic patients (in *Science*)
 - Convenience sample of 9 clinics.
- Johns Hopkins Iraq casualty studies, 2004/2006 (in *The Lancet*)
 - Bloomberg School censure, IRB
 - AAPOR censure, nondisclosure
 - Questions re: sampling and re: political motivation
 - Methodologically: 47 sampling points, 40 interviews pp. (Latest ABC Iraq poll was 446 points, 5 int. pp.)



... Iowa State ...

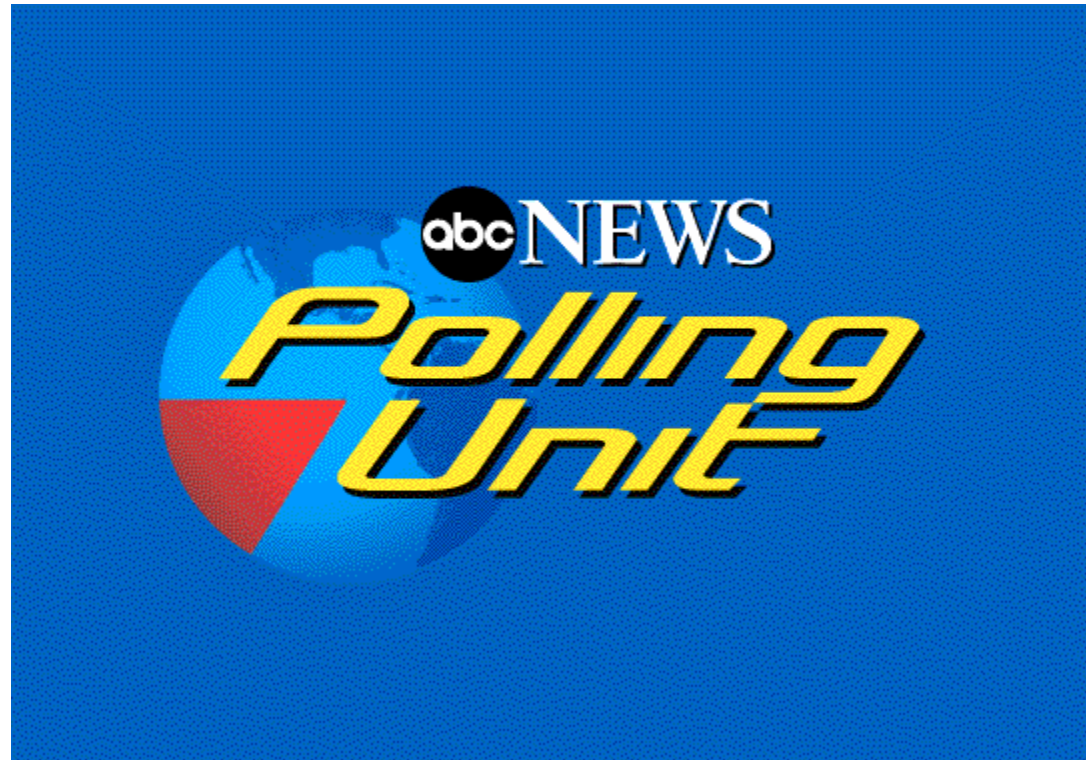
- Video game addiction; in press, *Psychological Science*
- Harris Interactive opt-in online panel
 - “The sample size yielded results accurate to +/-3% with a 95% confidence interval.”
 - “The study’s primary strength is that it is nationally representative within 3%.”
 - Re: questions and analysis... *see me Monday*



Standards

- *Challenging to create*
- *Difficult to enforce*
- *Create competitive disadvantages*
- ...but
- *Preserve our integrity*
- *Protect our credibility*
- *Serve our audience*





Survey Reporting Standards

Gary Langer
Director of Polling, ABC News

Survey Quality Conference
Harvard University Program on Survey Research
April 17, 2009