Default Question Block

ELON UNIVERSITY POLL

Thank you for agreeing to take our short online survey of academic polling and survey organizations.

The survey is completely voluntary and takes approximately 7 minutes to complete. All of your answers will be kept confidential.

If you have any questions about the survey feel free to contact Kenneth Fernandez, director of the Elon University Poll, at kfernandez@elon.edu or 336-278-6438.

For further information about the Elon University Poll you can visit our website: http://elon.edu/elonpoll

population

Is conducting survey research a primary function of your organization?

○ Yes
○ No

What geographic area or population does your organization typically sample from? [Select all that apply]

☐ University (students, staff and/or faculty)
☐ Local (one or more towns, cities or counties)
☐ State (1 or more states)
☐ National (all or most of the United States)
☐ International or multinational
☐ Other [_____]

Which best describes the type of respondent you generally target in your surveys?

[Select all that apply]

- ☐ Adults within households
- ☐ Residents of a geographic area
- ☐ Registered voters
- ☐ Likely voters
- ☐ Other [   ]

Do you conduct surveys in any languages other than English?

- ○ Yes
- ○ No

What other language(s) do you conduct surveys in?

[   ]

Survey Attributes

What survey mode is the most frequently used or is the primary method used by your organization? [Please select only one]

- ○ telephone
- ○ Web, Internet, or online
- ○ mail
- ○ face-to-face
- ○ other [   ]

What other survey modes does your organization use? [Select all that apply]

	Select Modes Used
telephone	☐
Web, Internet, online	☐
mail	☐

face-to-face ☐

Other

[   ]

No additional modes ☐

On average, about how many ${q://QID7/ChoiceGroup/SelectedChoices} surveys does your organization complete per year?

[   ]

On average, what is the typical sample size for a single ${q://QID7/ChoiceGroup/SelectedChoices} survey by your organization?

[   ]

About how many minutes does it usually take to complete your ${q://QID7/ChoiceGroup/SelectedChoicesTextEntry} surveys?

[   ]

On average, how much money do you spend on a typical ${q://QID7/ChoiceGroup/SelectedChoices} survey?

[   ]

In your ${q://QID7/ChoiceGroup/SelectedChoices} survey do you ever ask "horse race" questions regarding whom a respondent is planning to vote for in an election?

○ Yes
○ No

Data Collection (Telephone Only)

Does your organization conduct telephone interviews on-site or do you contract with another organization to make the phone calls?

○ On-Site

○ Contract out

○ Both

What kind of telephone surveys do you usually conduct?

○ Live interviewer

○ Interactive voice response (IVR)

○ Both

What types of phone numbers are typically included in your sample?

○ Landline

○ Cell phone

○ Both

On average, what percent of the phone numbers in your telephone sample are cell phone numbers and what percent are landline numbers?

Landline Numbers	0	%
Cell Phone Numbers	0	%
Total	0	%

Online (Online Only)

Do you use any of the following companies when conducting online/Internet surveys to get access to respondents? [Select all that apply]

☐ Qualtrics Panels

☐ Survey Sampling International (SSI)

☐ SurveyMonkey Panels

☐ Amazon Mechanical Turk

☐ YouGov / Polimetrix

☐ Knowledge Networks / GfK

☐ Other [   ]

The following questions ask about various goals that some survey organizations may have. Please select how important each goal is to your organization.

	Very Important	Important	Somewhat Important	Not Important	Not Applicable
Promoting your university's name, brand, or reputation	○	○	○	○	○
Producing results and information for *state and local media* organizations	○	○	○	○	○
Generating data for peer-reviewed research	○	○	○	○	○
Collecting data for other organizations as a public service	○	○	○	○	○
Promoting civic engagement by presenting survey results to the public	○	○	○	○	○
Training and educating *graduate* students	○	○	○	○	○
Producing results and information for *national media* organizations	○	○	○	○	○
Training and educating *undergraduate* students	○	○	○	○	○
	Very Important	Important	Somewhat Important	Not Important	Not Applicable

Organization Attributes

In what year was your organization established?

[   ]

Please indicate the sources from where your organization's budget comes from? [Select all that apply]

- ☐ Internal University Funds
- ☐ Outside Grants and Awards
- ☐ Contract Work
- ☐ Other [   ]

Demographics

What is your employment classification with your organization?

- ○ Non-tenure-track faculty
- ○ Tenured or tenure-track faculty
- ○ Non-faculty administrator
- ○ Staff
- ○ Other [   ]

Do you teach semester-length courses at your institution?

- ○ Yes
- ○ No

What is your gender?

- ○ Male
- ○ Female
- ○ Other [   ]

What is your race or ethnicity? Select all that apply.

- ☐ African American

- [ ] Asian
- [ ] Caucasian or white
- [ ] Hispanic or Latino
- [ ] Other [_____]

How many years have you worked for your organization?

- ( ) Less than 1 year
- ( ) 1 to 3 years
- ( ) 4 to 6 years
- ( ) 7 to 9 years
- ( ) 10 to 12 years
- ( ) 13 to 15 years
- ( ) 16+ years

How many years have you worked in the field of survey research?

- ( ) Less than 1 year
- ( ) 1 to 3 years
- ( ) 4 to 6 years
- ( ) 7 to 9 years
- ( ) 10 to 12 years
- ( ) 13 to 15 years
- ( ) 16+ years

What is the highest degree you have obtained?

- ( ) Associate degree
- ( ) Bachelor's degree
- ( ) Professional or Master's degree
- ( ) Doctoral degree

In what field is your highest degree in?

Changing Technology

Do you expect online surveys to become the primary mode for public opinion research in the future? By "public opinion research" consider the term narrowly defined to include only *academic non-commercial research*.

○ Yes

○ No

When do you expect online surveys to become the primary mode for public opinion research?

○ They already are

○ 1-2 years

○ 3-5 years

○ 6-10 years

○ More than 10 years

Polling Aggregators

The following questions are about poll aggregators such as *fivethirtyeight* or *Huffington Post Pollster*.
Please indicate if you agree, neither agree nor disagree, or disagree with the following statements.

	Agree	Neither Agree nor Disagree	Disagree
Poll aggregators have shifted attention away from the individual survey to the aggregator	○	○	○
Poll aggregators have increased public confidence in surveys	○	○	○

	Agree	Neither Agree nor Disagree	Disagree
Poll aggregators have increased interest in survey research among the public and the media	○	○	○
Poll aggregators have helped give _low_ quality surveys legitimacy	○	○	○
Poll aggregators have enhanced the perceived value of _high_ quality surveys	○	○	○
Poll aggregators have led to increased emphasis on "horse race" questions	○	○	○

closing

What do you think is the greatest challenge faced by public opinion survey research organizations in the United States today?