

# **The Long Island Poll An Omnibus Survey Of Long Island Opinion**

The Long Island Poll is a twice-yearly telephone survey that provides a cost-effective way to gather information about Long Islanders without incurring the cost of a full-scale survey. It was inaugurated in 2007. The poll combines questions from several clients, allowing each one to obtain valuable public opinion data at a very reasonable cost. Each client has exclusive access to the results of their questions.

## **Why Participate in the Poll?**

The Long Island Poll is an excellent tool for tracking public opinion, assessing public attitudes, behavior, and awareness, determining local needs, evaluating the impact of a public relations campaign, or developing material for a press release.

## **Who is Interviewed?**

800 adult Long Islanders at least 18 years old will be interviewed. Long Island residents are selected randomly for the poll and the data is weighted to represent the Long Island population's gender, age, education and ethnicity. These steps ensure a valid sample of all Long Island residents.

## **What Do Clients Receive?**

The client receives the results of each question broken down by demographic factors, including county, age, education, household income, gender, marital and family status, partisan affiliation, race and ethnicity. Clients also receive a brief methodology report. Customized analysis is available at additional expense.

## **Is Assistance Provided in Writing Questions?**

The Center staff has extensive experience in writing survey questions and works closely with clients to ensure that each question is fair, balanced, and accurate.

## **How Much Does it Cost?**

The cost of each close-ended question \$1,000. The cost of open-ended questions and single county coverage are available upon request.

## **Winter 2010 Poll Dates**

Submission of draft questions: February 15, 2010

Submission of final questions: February 22, 2010

Data collection: March/April 2010

Delivery of data: Last week of April 2010

## **Contact Us**

For more details on the Long Island Poll contact us at email address

[Survey\\_Research@sunysb.edu](mailto:Survey_Research@sunysb.edu), or call 631-632-4006. To learn more about our organization or past projects, please see our website at [www.sunysb.edu/surveys](http://www.sunysb.edu/surveys).