



P.O. Box 14263
Lenexa, KS 66285-4263
(913) 310-0118

Fax (913) 599-5340
AAPOR-info@goAMP.com
www.aapor.org

President's Member E-mail Poll May 2005

Thank you to all of those who filled out my short survey of AAPOR members. The 1,509 members who had provided AAPOR with their email addresses (those on our AAPOR blast email list) were invited to participate in the survey via email. The invitation was sent out by AAPOR's Executive Office, and questionnaires were returned to HarrisInteractive between March 30 and April 14, 2005. Fifty-five percent of those on the email list participated in the survey: 53% (796 members) completed the questionnaire and an additional two percent (30) suspended before completion. The data presented here include both completes and partials. Obviously this sample is self-selected and cannot be projected to the whole of AAPOR.

HarrisInteractive staff programmed the survey and collected the data, which was cleaned of duplicates and members' ID numbers before being sent to Belden Russonello & Stewart for analysis.

We are very much indebted to Randall Thomas and his colleagues at HarrisInteractive for their expert help. My thanks also to Monica Frihart at AMP and Rachel Sternfeld at Belden Russonello & Stewart for their extraordinary efforts. --Nancy Belden

Tables and Charts

Chart 1: How important is each of the following as a reason for you to be a member of AAPOR?

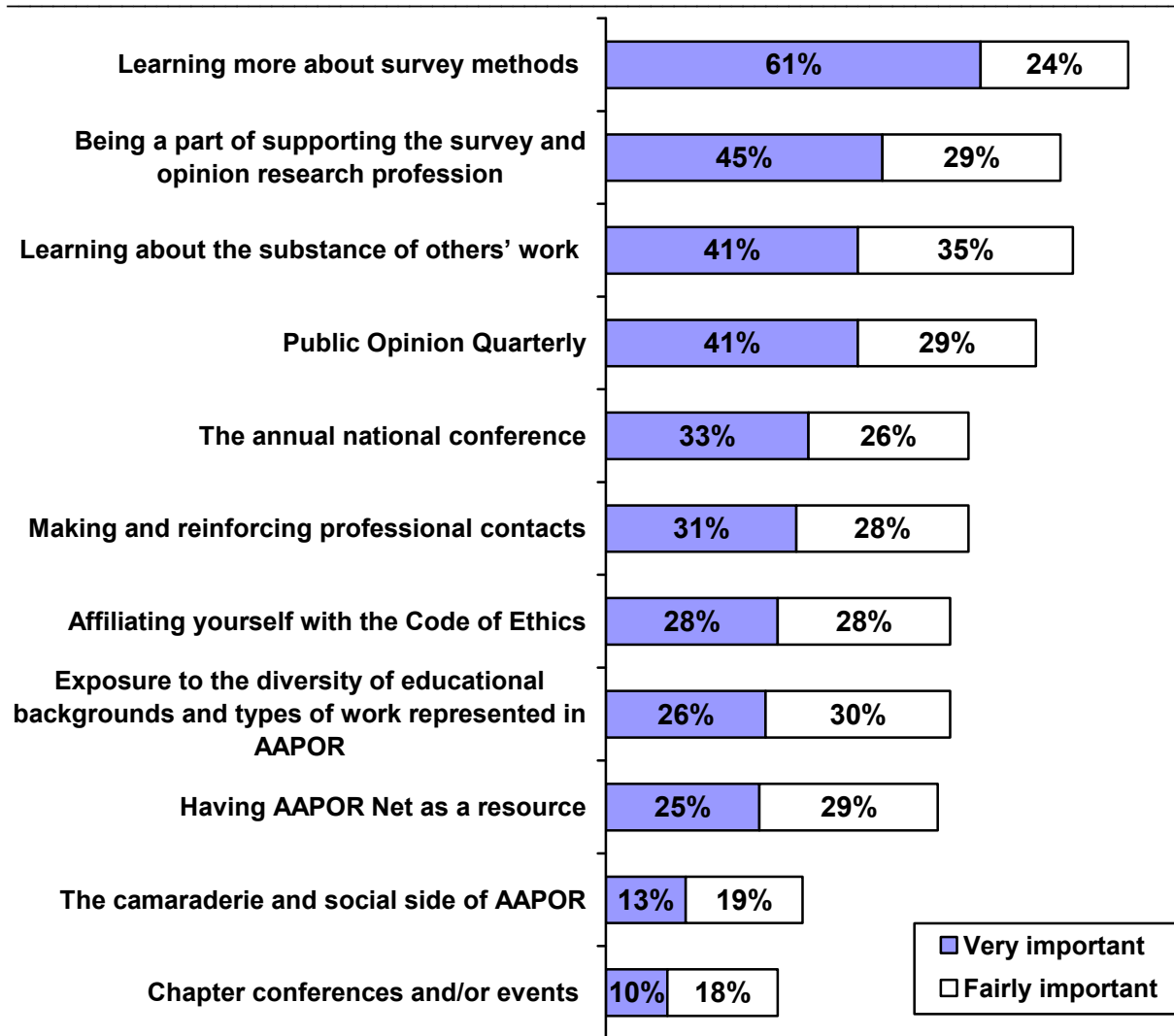


Table 1: How important is each of the following as a reason for you to be a member of AAPOR?
With selected cross tab

	% saying very important	Big differences
Learning more about survey methods	61	Government employees (76%)
Being a part of supporting the survey and opinion research profession	45	Government employees (58%)
<i>Public Opinion Quarterly</i>	41	Academics (56%) Mostly academic educated (49%) PhDs (50%)
Learning about the substance of others' work	41	
The annual national conference	33	Government employees (50%) Methodologists (40%)
Making and reinforcing professional contacts	31	Government employees (45%)
Affiliating yourself with the Code of Ethics	28	Commercial (35%) Learn on the job (34%)*
Exposure to the diversity of educational backgrounds and types of work represented in AAPOR	26	
Having AAPOR Net as a resource	25	
The camaraderie and social side of AAPOR	13	20+ years in AAPOR (27%)
Chapter conferences and/or events	10	

* "Learn on the job" includes respondents who responded that they learned "a lot" on the job but did not learn "a lot" in graduate or undergraduate school

Table 2: What does AAPOR provide that has the most value for you personally?
 Open End
 With selected cross tab

	% Volunteering	Big differences
Networking and community	22	20+ years in AAPOR (32%)
Methodology and best practices	15	Non-profit employees(21%) Government employees(20%) Political clients (21%) 5-20 years in AAPOR (20%)
<i>Public Opinion Quarterly</i>	13	Academics (21%)
Research others are doing	12	20+ years in AAPOR (18%)
AAPORnet	10	
Annual AAPOR Conference	10	Methodologists (13%)
Classes, workshops, and professional development	7	
Ethics and Code of Standards	5	
Diversity	4	
General information and resources	4	
Affiliation and legitimacy	3	
Issues facing the profession	2	
Regional conferences	2	
Forwarding the field	2	
Miscellaneous	2	
No response	18	

Table 3: What would you change about AAPOR, if anything?
Open End
With selected cross tab

	% Volunteering	Big differences
Would change nothing	15	
Annual AAPOR Conference	14	Academics (21%) Government employees (21%)
More diversity	5	
AAPORnet	4	
More networking	3	
Regional conferences	3	
More methodology info	3	
Organizational changes	2	
Less diversity	2	
Public Opinion Quarterly	2	
Ethics and standards	2	
Website	1	
Research others are doing	1	
Professional development	1	
Misc.	2	
Do not know enough to make change	8	
No response	31	

Chart 2: Thinking about the organization broadly, how well do you think each of the following statements describes AAPOR?

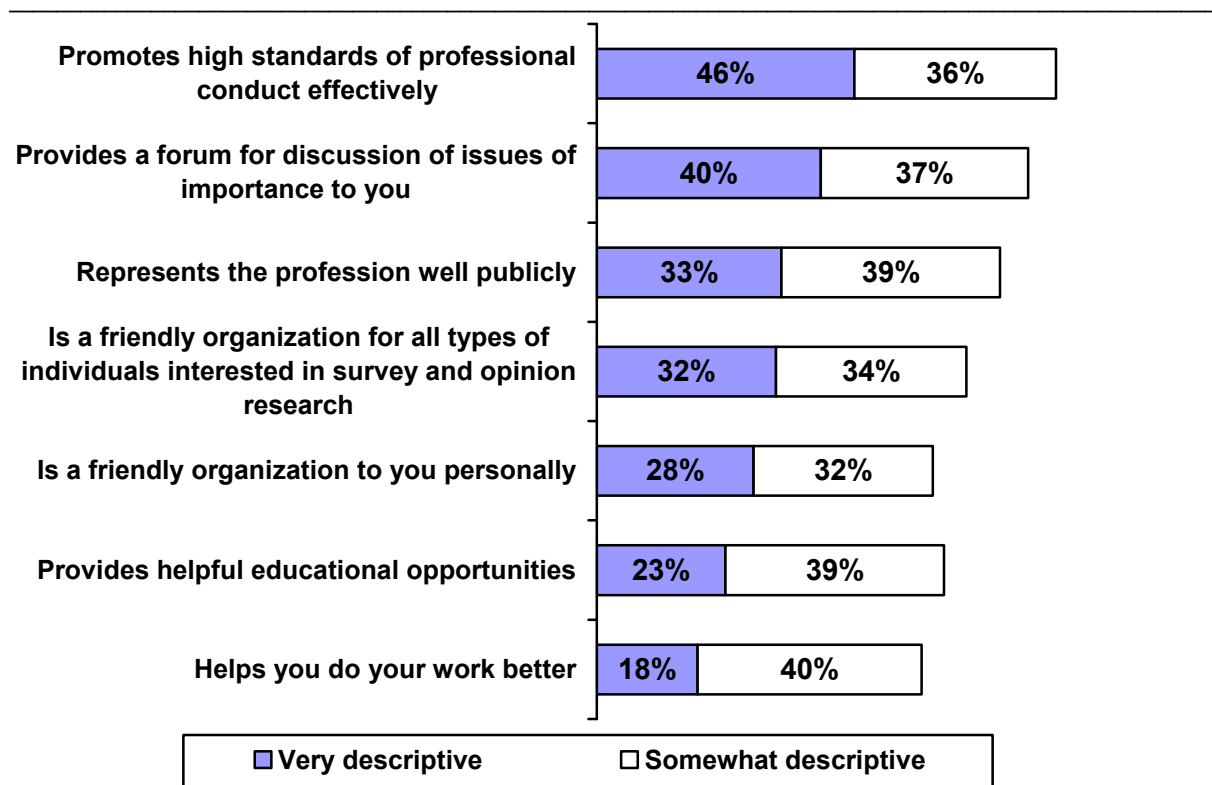


Table 4: Thinking about the organization broadly, how well do you think each of the following statements describes AAPOR?
With selected cross tab

	% saying very descriptive	Big differences
Promotes high standards of professional conduct effectively	46	
Provides a forum for discussion of issues of importance to you	40	Academics (45%) 20+ years in AAPOR (52%)
Represents the profession well publicly	33	
Is a friendly organization for all types of individuals interested in survey and opinion research	32	<5 years in AAPOR (26%) 5-10 years in AAPOR (33%) 11-20 years in AAPOR (38%) 20+ years in AAPOR (50%)
Is a friendly organization to you personally	28	<5 years in AAPOR (20%) 5-10 years in AAPOR (26%) 11-20 years in AAPOR (33%) 20+ years in AAPOR (51%)
Provides helpful educational opportunities	23	Government employees (32%)
Helps you do your work better	18	Non-profit employees(26%)

Chart 3: Are you currently working in:

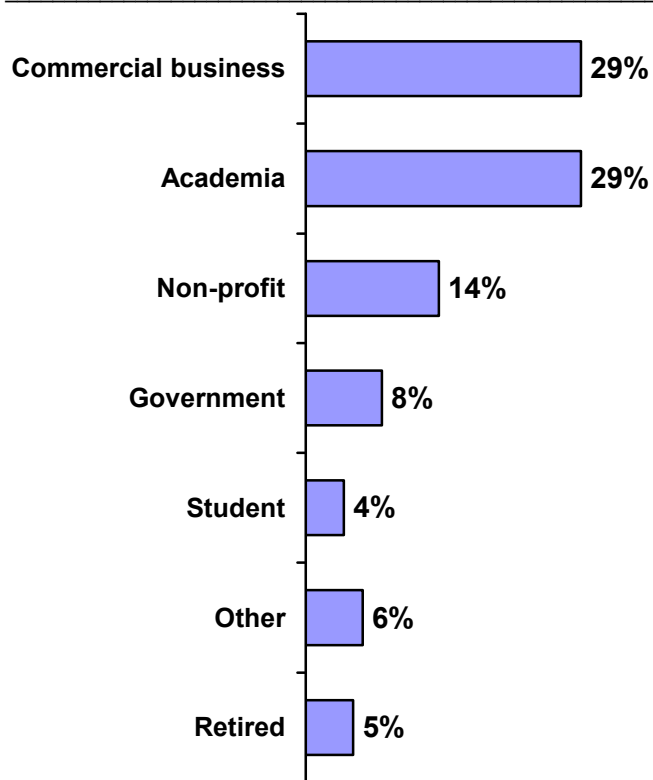


Chart 4: What kind of research, if any, do you currently do?

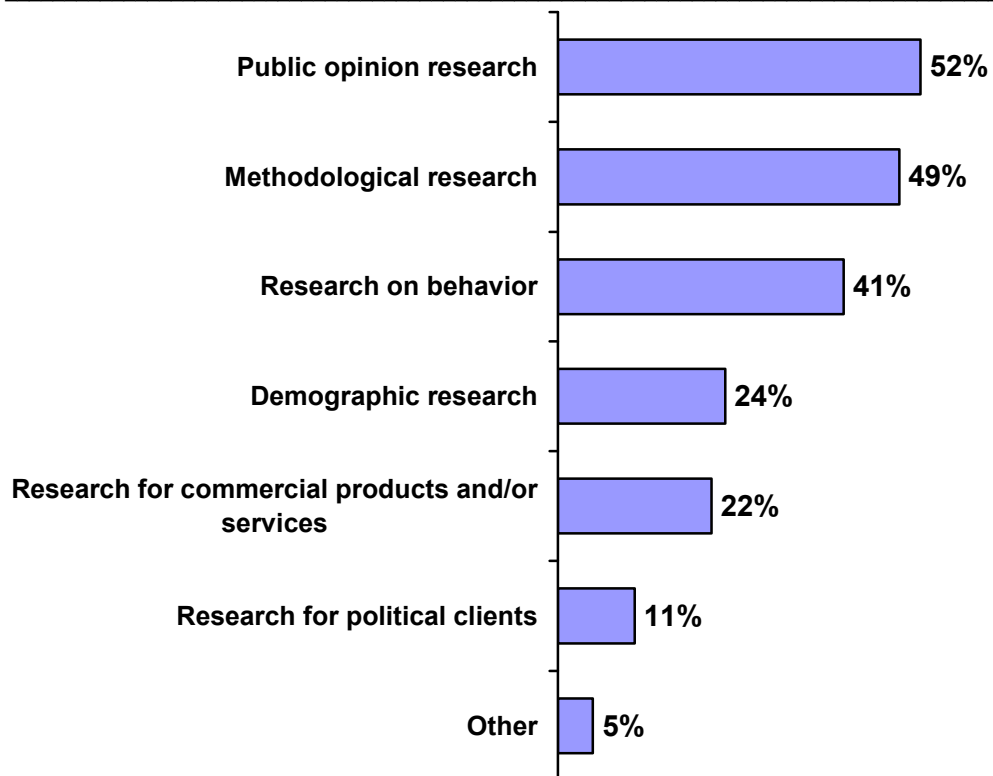


Chart 5: What kind of research, if any, do you currently do?

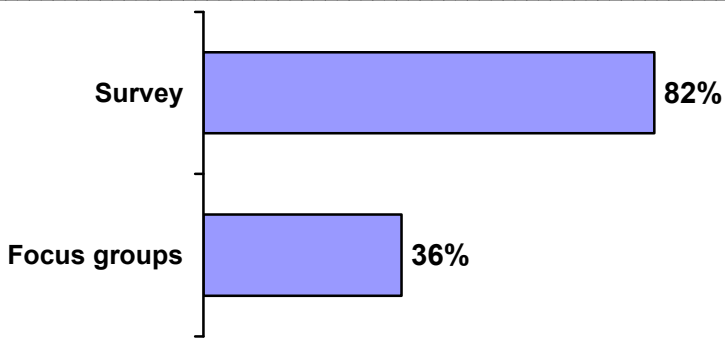


Table 5. How long have you been an AAPOR member?

	% selecting
Less than 5 years	37
5 to 10 years	24
11 to 20 years	18
Over 20 years	15

Chart 6: Which of the following is the highest degree you have attained?

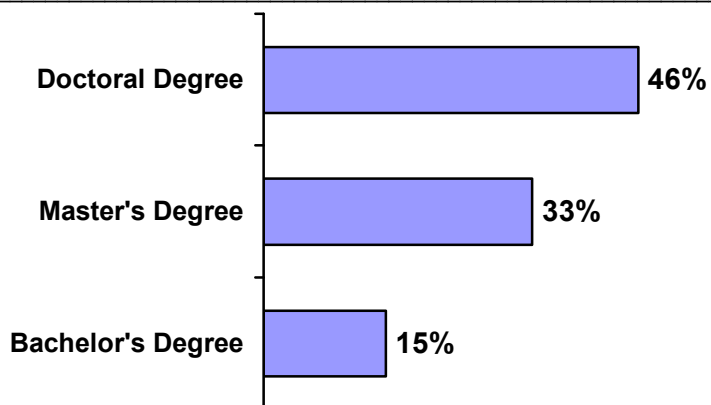


Chart 7: What is your main academic background?

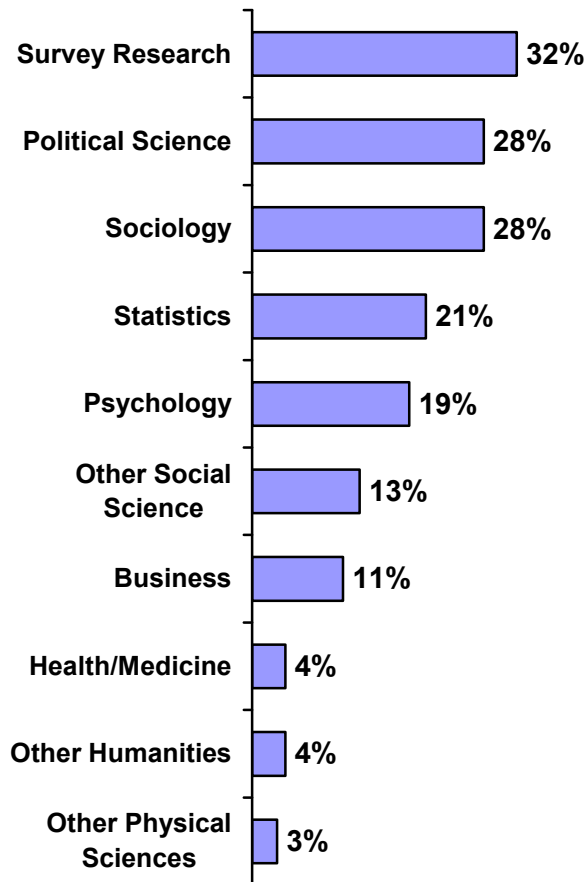


Chart 8: Thinking about all that you know about survey and opinion research, how much did you learn from the following sources?

