

The Eagleton Poll

Center For Public Interest Polling

As part of the Eagleton Institute of Politics at Rutgers University, the Center for Public Interest Polling (“The Eagleton Poll”) uses survey research to help government and non-profit organizations address public policy issues in New Jersey. It is one of the oldest and most respected academic-based state survey research organizations in the country.

- ◆ The Center provides contract research services to state policymakers to assist with program planning and assessment.
- ◆ The Center monitors public opinion on topical issues in the state through the **Star-Ledger/Eagleton-Rutgers Poll**.

Eagleton established the “New Jersey Poll” in 1971 and later formalized its research services as the Center for Public Interest Polling. The center now conducts 25 to 30 contract studies a year, ranging from small focus group discussions to large tracking surveys.

With more than 30 years experience working with government agencies and non-profit organizations, the Center tailors each contract research project to meet the needs and schedule of the client.

Research Services

Eagleton offers a full range of survey research services from issue identification to data analysis:

Issue Identification – collaborating with the client to identify key research objectives that can be met by survey research.

Instrument Design – developing questionnaires and discussion guides that will provide reliable non-biased information to meet program objectives.

Sample Selection – experience with a wide variety of sampling approaches for both general population research and specific group studies.

Data Collection – utilizing the data collection method or combination of methods that will best meet the research agenda, employing the latest technology available. These include:

- ◆ Telephone surveys
- ◆ Mail surveys
- ◆ In-Person surveys
- ◆ Internet/Web surveys
- ◆ Spanish language interviewing
- ◆ Focus Group discussions

Data Analysis – developing analytical reports that are straightforward and easy to read. Reports are designed to identify key issues for the policymaker.

Experience

Eagleton brings a reputation for integrity, quality, and objectivity to all its contract research activities. The Center has experience conducting survey research in a wide variety of public policy areas.

Business and Economic Planning, such as surveys of area business executives on major infrastructure needs.

Community Services, such as a biennial survey in New Brunswick used to guide ongoing program development.

Education and Youth, such as the New Jersey Youth Risk Behavior Survey.

Environment, such as studies to assess New Jerseyans’ knowledge and opinions of wastewater treatment options.

Health and Health Care, such as surveys and focus groups used to establish benchmarks for the Healthy New Jersey 2010 initiative.

Institutional Research, such as surveys to track citizens’ awareness and utilization of the state government website.

Social Services, such as ongoing program evaluations with vocational rehabilitation clients.

Transportation, such as studies to assess residents’ use of private and public transportation to track progress on objectives in the state’s strategic plan.

Why Survey Research?

Survey research is a cost-effective and reliable way to learn about attitudes and behaviors relevant to particular issues among the general population or among specified subgroups.

Survey research can help a government agency or non-profit organization assess multiple options for setting priorities, implementing policy, and evaluating effectiveness.

When an agency's mission or goals exceed its available resources, survey research is a particularly valuable tool to help weigh difficult options and channel program resources where they would be most effective.

Eagleton's research services have been utilized by policymakers in nearly every New Jersey state agency, including:

- ◆ The Governor's Office
- ◆ Commerce and Economic Growth
- ◆ Community Affairs
- ◆ Education
- ◆ Environmental Protection
- ◆ Health and Senior Services
- ◆ Higher Education
- ◆ Human Services
- ◆ Labor
- ◆ Transportation
- ◆ Treasury

Other clients have ranged from the Federal Reserve Bank to the New Jersey School Boards Association to local community development corporations.

Contact The Eagleton Poll to discuss how survey research can help your agency make difficult decisions that will most effectively fulfill your mission.

As an academic-based research center, Eagleton offers its services to government agencies and public policy oriented non-profit organizations.

As a unit of Rutgers University, Eagleton is able to offer lower overhead rates than private research firms. As part of the state system, government agencies find it relatively easy to engage the Center's services.

Center for Public Interest Polling Eagleton Institute of Politics

185 Ryders Lane

New Brunswick, NJ 08901

(732) 932-9384 ext. 237

fax: (732) 932-1551

<http://eagletonpoll.rutgers.edu>

Michael Hagen, Director

Associate Research Professor

ext. 240 email: mghagen@rci.rutgers.edu

Chris Bruzios, Senior Research Analyst

Assistant Director, Health Policy Research

ext. 241 email: bruzios@rci.rutgers.edu

Patrick Murray, Senior Research Analyst

Assoc. Director, *Star-Ledger*/Eagleton-Rutgers Poll

ext. 243 email: pkmurray@rci.rutgers.edu

Cliff Zukin, Professor of Public Policy

Director, *Star-Ledger*/Eagleton-Rutgers Poll

ext. 247 email: zukin@rci.rutgers.edu

RESEARCH SERVICES FOR NEW JERSEY POLICYMAKERS

**Center for Public
Interest Polling**
Eagleton Institute of Politics

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THE EAGLETON POLL

The New Jersey Omnibus Poll is a research service of the Eagleton Institute of Politics' Center for Public Interest Polling.

The cost per close-ended question (with specified answer categories) is \$1,200.

The cost per open-ended question (without specified answer categories) is \$1,500. Eagleton staff develops codes based on verbatim responses in order to analyze these questions.

Discounts are available for larger series of questions.

The schedule for 2003 is to conduct New Jersey Omnibus Polls in April and September. Please contact the Center by mid-March or mid-August if you would like to participate.

For more information, contact:

Patrick Murray
New Jersey Omnibus Poll Coordinator
(732) 932-9384 ext. 243
email: pkmurray@rci.rutgers.edu

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New Jersey Omnibus Poll

For agencies with less extensive research needs or limited resources, Eagleton conducts "Omnibus" surveys with a statistically significant sample of 800 New Jersey adults several times a year.

The New Jersey Omnibus Poll consists of multiple sets of questions, each purchased by a different client. Each client's questions are proprietary.

These polls are especially useful for policy-makers who want to "take the temperature" of New Jerseyans on a single issue. Omnibus clients receive the same level of quality as with other Eagleton research services.

- ◆ Assistance with issue identification and question wording.
- ◆ Pretesting each question and recommending refinements to make sure the concepts and wording are understood by survey participants.
- ◆ Supervised telephone interviewing with a random probability sample of 800 New Jersey adults.
- ◆ A summary report that includes a narrative analysis of key findings, as well as tables with results by gender, age, race, education, income, region of the state, and party identification.
- ◆ Assistance with preparing materials for public release.