

# 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 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 regional question \$1,250. The cost of open-ended questions and single county coverage are available upon request.

## **Winter 2008 Poll Date**

The Winter poll will be conducted in January 2008.

## **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 631-632-4377.

## **Recent Press Coverage of Questions in the Long Island Poll:**

June 15, 2007, "LI Preference for Residential-Only Neighborhoods Still Strong," *Newsday*  
September 18, 2007, Study: LIers Would Consider Consolidation for Tax Relief, *News 12*  
September 18, 2007, Don't Blame the Teachers, *Long Island Business News*  
September 19, 2007, "Poll: LIers Fed Up with High Taxes," *Newsday*  
September 23, 2007, "Poll Finds Support for School Tax Cap," *The New York Times*