

Pulse of New York State Poll: An Omnibus Survey Of New York State Residents

The Pulse of New York State Omnibus Survey is a telephone survey that provides a cost-effective way to gather information about New York State residents without incurring the cost of a full-scale survey. The poll combines questions from several researchers, 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, with the possibility of data sharing by mutual agreement.

Why Participate in the Poll?

The Pulse of New York State Omnibus Survey is an excellent tool for tracking public opinion, assessing public attitudes, behavior and awareness, determining New York State needs, gathering information in order to inform policy decisions, or evaluating the impact of public policy.

Who is Interviewed?

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

What Do Clients Receive?

The client receives the results of each question broken down by demographic factors, including 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 closed-ended question is \$1,000. The cost of open-ended questions is available upon request.

Fall 2009 Poll Dates

Submission of final questions: September 30, 2009

Data collection: October 2009

Contact Us

For more details on the Pulse of New York State Poll contact us at email address Survey_Research@sunysb.edu, or call 631-632-4006.