

# Original Research and Polling

POL215: Statistical Methods of Political Science  
Gettysburg College

# Roper iPoll



Search over 905,000 questions and 25,000 datasets!



- Established in 1947 by Elmo Roper Jr, a pioneer in public opinion research.
- Currently based at Cornell University.
- Many of the most transparent and high-quality pollsters submit their data, crosstabs, and survey questionnaires to this database.
- Great tool to conduct research and find existing data. Gettysburg College has purchased a subscription.
  - Subscription gives you access to high quality datasets & great tools to understand public opinion over time in the US and abroad.
- <https://ropercenter.cornell.edu/ipoll/>



# Roper iPoll

- **Exercise:**

- Go to link <https://ropercenter.cornell.edu/ipoll/> and locate the AP/NORC poll from June 2020 that we will use to draft the polling memo.
- Do you see where to download the assignments data and codebooks?
  - *Tip: Limit the date range and select “The Associated Press-NORC...” for organization.*



# Roper ? iPoll

Search over 870,000 questions and 25,000 datasets!

Interview Dates



01/01/2020

To

01/01/2021

Dates can be in the form of MM/DD/YYYY, MM/YYYY, or YYYY

Total Questions

☐

Include Keywords



Filter Researchers



associated |



AND

OR

Topics



Associated Business Consultants (ABC), Beirut, Lebanon

Associated Councils of the Arts

Associated Jewish Charities

Associated Jewish Community Federation of Baltimore

Associated Press (a.k.a. AP, Associated Press (AP-Votecast))

Associated Television

The Associated Jewish Community Federation of Baltimore

The Associated Press-NORC Center for Public Affairs Research (a.k.a. AP-NORC Center for Public Affairs Research, National Opinion Research Center)

AND

OR

AND

OR

AND

OR

AND

OR

AND

OR

Filter Categories



Countries



Filter (U.S. only)



Filter Sample Types





# Searching by Available Datasets

Showing results from the Longstanding Methods Collection. [Why two collections?](#)

Questions (1,268)

**Studies/Datasets (20)**

Trends (1)

☐ Select All

+

-

Sort 

Newest

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Interview Dates: 08/27/2020 - 09/14/2020

Country(ies):

☐

Associated Press-NORC Survey

Survey by Associated Press. Conducted by AP-NORC Center for Public Affairs Research.

Interview Dates: 08/17/2020 - 08/19/2020

Country(ies):

☐

The July 2020 AP-NORC Center Poll

Survey by AP-NORC Center. Conducted by The AP-NORC Center for Public Affairs Research.

Interview Dates: 07/16/2020 - 07/20/2020

Country(ies):

✓ TRANSPARENCY

☐

The June 2020 AP-NORC Center Poll

Survey by AP-NORC Center. Conducted by The AP-NORC Center for Public Affairs Research.

Interview Dates: 06/11/2020 - 06/15/2020

Country(ies):

✓ TRANSPARENCY

☐

UChicago/Harris/AP-NORC Survey

Survey by Associated Press/University of Chicago Harris School of Public Policy. Conducted by AP-NORC Center for Public Affairs Research.

Interview Dates: 05/14/2020 - 05/18/2020

Country(ies):

Professor Safarpour (Gettysburg College)

POL215: Statistical Methods

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# Study Info



Study Record: Longstanding Methods Collection

## The June 2020 AP-NORC Center Poll [Roper #31117488]

**STUDY INFO**   QUESTIONS   CITE STUDY   DOWNLOADS   CUSTOM CROSSTABS   TRANSPARENCY

<b>Title:</b>	The June 2020 AP-NORC Center Poll
<b>Archive Number:</b>	31117488
<b>Survey Sponsor:</b>	<b>AP-NORC Center</b>
<b>Survey Organization:</b>	<b>The AP-NORC Center for Public Affairs Research</b>
<b>Study Date:</b>	June 11, 2020 - June 15, 2020
<b>Geographic Coverage:</b>	United States
<b>Sample:</b>	National adult
<b>Sample Size:</b>	1310
<b>Interview Mode:</b>	Telephone interview; Computer-assisted telephone interview (CATI); Web-based survey
<b>Margin of Error:</b>	3.7% at 95% confidence.
<b>Weight:</b>	Columns 5-14 (xxxxxxxx) -- Varname: FINALWT The study datasets contain weight factors that should be employed in any data analysis. Typically weights are used in an attempt to assure that the survey sample more accurately represents the population.
<b>No. of Variables:</b>	71
<b>Abstract:</b>	Direction country is headed (1); President Donald Trump job performance (1); Trump's handling of various issues (4); Trump's impact on unity/division of country (1); nation's economy (1); personal financial situation (1); various things will get better/worse in the next eyar (3); problem of racism in United States (1); concerns about coronavirus (COVID-19) (1); concerns about the flu (1); various responses to coronavirus outbreak (4); changes in employment due to coronavirus (5); effects of race on how people are treated in US (4); criminal justice system (1); police violence (13); violence against police (1); protests against police violence in response to George Floyd's death (6); law enforcement officers' response to protests (1); personal experiences with unfair treatment from police because of race (1); close friend/relative diagnosed with coronavirus (1); political partisanship (4); political ideology (1).
<b>Topics:</b>	<b>Black/African Americans; Consumer; Coronavirus (COVID-19); Courts; Crime; Death; Defense; Economics; Employment and Unemployment; Equality; Family and Marriage; Future; Government; Groups and Organizations; Health; Ideology; Latinos/Hispanics; Medicine; Mood; Notable People; Participation; Party ID; Personal Finances; Personal Identities; Presidency; Presidential Approval; Problems; Reform; Regulation; Social Interactions; Spending; States; Viral Outbreaks/Influenza; Work</b>
<b>Health Categories:</b>	<b>COVID-19; Criminal Justice System; Death and Dying; Employment; Equity, Disparities and Discrimination; Income and Poverty; Infectious Disease; Overall US Health Care System; Political Parties and Leaders; Quality, Safety and Patient Experiences</b>
<b>Citation:</b>	AP-NORC Center. The June 2020 AP-NORC Center Poll, 2020 [Dataset]. Roper #31117488, Version 3. The AP-NORC Center for Public Affairs Research [producer]. Cornell University, Ithaca, NY: Roper Center for Public Opinion Research [distributor]. doi:10.25940/ROPER-31117488
<b>DOI link:</b>	<a href="https://doi.org/10.25940/ROPER-31117488">https://doi.org/10.25940/ROPER-31117488</a>

Feedback



# Questions Tab

Study Record: Longstanding Methods Collection

## The June 2020 AP-NORC Center Poll [Roper #31117488]

STUDY INFO   **QUESTIONS**   CITE STUDY   DOWNLOADS   CUSTOM CROSSTABS   TRANSPARENCY

Search questions within this study...

Q

Showing 1-50 of 53 questions

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1. In general, do you think the police in most communities are more likely to use deadly force against a black person, or more likely to use it against a white person, or don't you think race affects police use of deadly force?

Notes: \* = Less than .5 percent.

- 61%

Deadly force against a black person
- 3%

Deadly force against a white person
- 35%

Race does not affect deadly force
- \*

Don't know
- 1%

Refused

### Survey Information

Survey Organization:

Survey Sponsor:

Study Date:

Sample:

Sample Size:

Geographic Coverage:

Interview Mode:

Topics:

Health Categories:

The AP-NORC Center for Public Affairs Research

AP-NORC Center

June 11, 2020 - June 15, 2020

National adult

1310

United States

Telephone interview; Computer-assisted telephone interview (CATI); Web-based survey

**Black/African Americans; Crime; Death; Equality; Groups and Organizations**

**Death and Dying**

Topline

Demographic Crosstabs

Deadly force against a black person

61%

Deadly force against a white person

3%

Race does not affect deadly force

35%

Refused

1%



# Memos should cite the article AND the data

Study Record: Longstanding Methods Collection

The June 2020 AP-NORC Center Poll [Roper #31117488]

STUDY INFO QUESTIONS **CITE STUDY** DOWNLOADS CUSTOM CROSSTABS TRANSPARENCY

**Citation Style**

Chicago Manual of Style 17th Edition

**Citation Text**

AP-NORC Center, The June 2020 AP-NORC Center Poll, The AP-NORC Center for Public Affairs Research, (Cornell University, Ithaca, NY: Roper Center for Public Opinion Research, 2020), Dataset, DOI: 10.25940/ROPER-31117488.

Copy to clipboard

Export to file

Example APSA style citation of dataset:

American National Election Studies (ANES). (2020). American Election Study 2020 [Data set]. University of Michigan, Center for Political Studies.

Additional help on using APSA citation format:

<https://connect.apsanet.org/stylemanual/sample-page/references/>



# Data Downloads and Details



## The June 2020 AP-NORC Center Poll [Roper #31117488]

STUDY INFO   QUESTIONS   CITE STUDY   **DOWNLOADS**   CUSTOM CROSSTABS   TRANSPARENCY

### Study Documentation

PDF Archive document (31117488.pdf)

MD5: 23ab2131ab2b19c763c8849fd9a4b8d7

### Datasets

SPSS portable file (31117488.por)

MD5: e503b56c8a553a079d56ed5e8438da12

Stata file (31117488.DTA)

MD5: bc9013806c1ac52158d0a9913a84d6bc

CSV file (31117488.csv)

MD5: 4e8bb0674a8f4c3da60a47042b16052a

ASCII file (31117488.dat)

MD5: e580df0c53828dfc1a0e9e1b162b0c31

### Questions

Roper iPoll Question Toplines

CSV

PDF

Text

Supported by



### Reports, Data Tables & Other Materials

June 2020 Reports (31117488\_rpt.pdf)

MD5: 889f7e5b66aa9ecf9c97cce3520e2b74

June 2020 Releases (31117488\_prl.pdf)

MD5: 4ccfdd0e2976130cd48ba48476990622

Codebook (31117488\_cdb.pdf)

MD5: aaf577f53e797ddf5fa92e1857bdf9c



# Survey Toplines

- The “topline” is the result of how the aggregated sample answered a specific question.
- Great to check against your results when working with the same data. If your topline results don’t match, it means you are doing something wrong (or purposely different).
- If #s don’t match topline, check:
  - 1. Are you looking at the correct variable?
  - 2. Are you using the correct weight?

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Sweeping change in US views of police violence [06/11/2020 - 06/15/2020]

**How do you think police officers who cause injury or death in the course of their job are treated by the criminal justice system?...Too leniently, fairly, too harshly**

Notes: \* = Less than .5 percent.

65% Too leniently

28% Fairly

6% Too harshly

\* Don't know

1% Refused

Citation: AP-NORC Center. The June 2020 AP-NORC Center Poll, Question 11. 31117488.00010. The AP-NORC Center for Public Affairs Research. Cornell University, Ithaca, NY: Roper Center for Public Opinion Research, 2020. Web. Jun-11-2020.

Question: [31117488.00010]

Study: [Roper #31117488]

Sample: National adult

Sample Size: 1310

Variable Name: POL4

Data provided by The Roper Center for Public Opinion Research.

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# Polling Memo Assignment:

- For each of the following exercises, you should create either tables or figures with the results and after each table or figure, include a brief, professional write up of the results. If you are stuck on how to talk about your results, you should model your language after the article linked above, or similar polling articles. You will be graded based on your professionalism in creating a polished product (e.g., professional tables/figures and precise writing free from typos/errors.) Your memo should address the following questions:
  1. Examine support for policing reforms by party identification. Which reform shows the most sizable gap in attitudes by party? Create a figure that demonstrates the policy where gaps are the largest.
  2. Examine attitudes towards who is treated more fairly by police (pol5d) by education. What is the difference between individuals with a HS degree and those with a BA or above who say "White people are treated more fairly [by police]"? Create a figure to accompany your discussion of these results.
  3. Explore the codebook for variables that interest you, compute at least 2 weighted cross tabulations, and explain what the results indicate.
  4. Lastly, run an appropriate statistical test to evaluate whether ONE of the relationships you examined in question 3 is statistically significant, or not. The exact statistical test you run will depend on what you are comparing. You will be assessed based on whether the test is appropriate given the data, your accuracy at interpreting the results, and your professionalism in presenting the results.



# Polling Memo Formatting Instructions

- Maximum of 6 pages double spaced (including text, tables, and figures).
- Contain at least 5 tables/figures but no more than 7 tables/figures total. Papers that are more than 6 pages double spaced, and/or do not contain between 5-7 figures/tables will be penalized.
- All file submissions should be turned in as either Microsoft Word or PDF documents. At the end of your finished product beginning on a separate page, you should also copy and paste the R script that you used to produce your results as under the heading "Appendix: R script for reproducing results" at the end of the paper. The R script does not count against your page count and it should exactly replicate the results of your memo. This includes any re-codes you performed. If you use the re-code in the code above, be sure to include it in your replication code along with any packages necessary to run your code.
- You should include a separate cover page which has a descriptive title for your memo, your name, the email/phone number you would give to a prospective employer, and the date. The title page should also include the following statement:
  - "The following is an abridged replication and extension of findings from Associated Press polling conducted in Summer 2020 following the death of George Floyd. It was completed as part of my course work in Political Science statistical methods at Gettysburg College and demonstrates my applied data analytics skills. For additional details on the original poll and article, see:"
  - Then include a citation for the AP article discussed in the assignment. Your citation should be in APSA citation style.
  - The cover page does not count against the page limit.
- The pages of your memo should be numbered.
- The best memo's will be provide a brief introduction/ background to the poll/ survey context, and be clear and self-contained (E.g., doesn't reference the questions by number, but instead flow naturally from one analysis to the next in a cohesive manner). Your memo should look like something you could provide to a potential employer during a job interview.



# Polling Memo Instructions– additional details

- Do you have an introduction to the memo (e.g., did you introduce the topic and poll)?
- Are the relevant questions presented clearly, accurately, and succinctly (e.g., what was asked, do you present the question wording without it sounding like a list)?
- Is your writing clear, free from typos or grammatical errors?
- Do you accurately present the data? E.g., Are the numbers that you present in the text and tables/figures accurate? Did you remember to weight? Are you presenting the correct numbers for the correct question, etc?
- Did you select an appropriate statistical test given the question you are asking and the variable type(s)?
- Did you interpret the results of the statistical test appropriately?
- Are your figures and tables professional (axes and value labels are described in words, not variable names, defaults changed where appropriate, etc)?
- Did you follow all directions, answer all questions, and include all the assignment components?
- Does your R code replicate on another person's device? Specifically, did you list everything sequentially (load the packages, data, perform any recodes, then conduct analysis- in that order)?



# Assignment Rubric

Grading Criteria (45pts points total)	Criteria Met Yes=5 No= 0
Do you have an introduction to the memo (e.g., did you introduce the topic and poll)?	
Are the relevant questions presented clearly, accurately, and succinctly (e.g., what was asked, do you present the question wording without it sounding like a list)?	
Is your writing clear, free from typos or grammatical errors?	
Do you accurately present the data? E.g., Are the numbers that you present in the text and tables or figures accurate? Did you remember to weight? Are you presenting the correct numbers for the correct question, etc?	
Did you select an appropriate statistical test given the question you are asking and the variable type(s)?	
Did you interpret the results of the statistical test appropriately?	
Are your figures and tables professional (axes and value labels are described in words, not variable names, defaults changed where appropriate, etc)?	
Did you follow all directions, answer all questions, and include all of the assignment components?	
Does your R code replicate on another person's device? Specifically, did you list everything sequentially (load the packages, data, perform any recodes, then conduct analysis- in that order)?	



# For Additional Resources & Tips:

- <https://ropercenter.cornell.edu/polling-and-public-opinion/polling-fundamentals>
- Consult textbooks and lecture slides/ scripts when you need a reminder on how to implement something:
  - Reading in other format datasets
  - Creating a professional table of regression results
  - Crafting figures, tables, and employing statistical tests.
- Now we will review the Lecture script for this week:
  - *POL215\_Polling\_Memo\_Lecture.R*