

Gary Thompson and Sean Conley

# Guide to public opinion poll Web sites

## Polling data from around the world

Since their beginnings in the 1930s with Gallup, Roper, Harris and others, scientific polling organizations have grown dramatically in number, scope, and stature to their worldwide presence today. This compilation focuses on significant Internet sites concerning general public opinion polls, especially those providing polling results in usable formats. Like other professions dealing with public affairs, pollsters have found the Internet to be a great boon both for advertising services and for offering survey results. Professional organizations, university research centers, and data archives all use the Web to enhance access to public opinion polls. Access to polls from other countries and multinational surveys has expanded greatly in the last few years as scientific polling becomes commonplace in more nations. Commercial polling organizations and publishers are putting electronic journals and searchable databases on the Web, with some information for free and some only available to registrants/subscribers. The compilers decided to exclude Internet sites that focus heavily on market research; consumer surveys; pollsters whose primary focus is political campaigns and elections; census and other governmental sites as well as historical treatments; and sites oriented towards polling methodology and training. We decided not to cover Web and blog polls, as many are unscientific, biased, or oriented toward amateur efforts.

### Basics

*A Media Guide to Survey Research* (World Association for Public Opinion Research). This site provides an excellent introduction to public opinion research that informs journalists

and consumers how to tell whether a poll is scientific or unscientific, biased or objective, valid or invalid and what other key points to consider in evaluating polls. Contains links to other Web resources. *Access:* <http://www.unl.edu/WAPOR/journalists.doc>.

**Polling 101** (The Roper Center for Public Opinion). Polling 101 describes the basic principles of polling and sampling in a question-and-answer format. *Access:* <http://www.roper-center.uconn.edu/pom/polling101.html>.

### Major U.S. media polls

**ABC News Polling Unit** (2005 present). *Access:* <http://abcnews.go.com/US/PollVault/>.

**The Associated Press/IPSOS Poll** (2003 present). *Access:* <http://www.ap-ipsosresults.com/>.

**CBS News Polls** (Current year). *Access:* <http://www.cbsnews.com/sections/opinion/polls/main500160.shtml>.

**Fox News Polls** (2005 present). *Access:* <http://www.foxnews.com/polls/>.

**The L.A. Times Polls** (1996 present). *Access:* <http://www.latimes.com/news/custom/timespoll/>.

**The New York Times Polls** (2002 present). *Access:* [http://www.nytimes.com/ref/us/polls\\_index.html](http://www.nytimes.com/ref/us/polls_index.html).

**The NPR/Kaiser/Kennedy School Polls** (1999 present). *Access:* <http://www.npr.org/programs/specials/poll/>.

---

Gary Thompson is director of library and audiovisual services, e-mail: [thompson@siena.edu](mailto:thompson@siena.edu), and Sean Conley is reference and media services librarian at Siena College, e-mail: [sconley@siena.edu](mailto:sconley@siena.edu)

© 2006 Gary Thompson and Sean Conley

**Time Magazine/SRBI Polls** (2004-present). *Access:* [http://www.srbi.com/timepoll\\_archive.html](http://www.srbi.com/timepoll_archive.html).

**The Wall Street Journal/NBC News Poll** (subscription required). *Access:* <http://interactive.wsj.com/edition/resources/documents/pollhome.htm>.

**The Washington Post Polls** (1997 present). *Access:* <http://www.washingtonpost.com/wp-srv/politics/polls/vault/vault.htm>.

### **Major U.S. commercial and nonprofit polling organization sites**

**Gallup Brain** (subscription required). This site provides access to more than 70 years of Gallup polling data, while the analysis articles go back to 1997. Users can search by basic keyword or an advanced search with limits by date and data type, or browse by decade, topics, and trends. While a subscription to Gallup's On-Demand service is required to access detailed data through this site or Gallup's main site ([poll.gallup.com](http://poll.gallup.com)), there is limited free access to recently published analysis articles and selected recent questionnaires. *Access:* <http://brain.gallup.com/>.



**Harris Interactive.** This site provides access to the well-known Harris polls on its homepage back to 1998. Users can search the site by keyword or date. Results are mostly presented in the form of news releases, analysis articles, and individual questions with responses. *Access:* [http://www.harrisinteractive.com/harris\\_poll/](http://www.harrisinteractive.com/harris_poll/).



**Kaiser Family Foundation.** Run by the Henry J. Kaiser Foundation, this Web site provides free access to questions with responses in PDF format to surveys about health and health-care issues back to 1994. *Access:* <http://www.kff.org/kaiserpolls/>.

**National Opinion Research Center (NORC).** Since 1941 NORC has been conduct-

ing specialized surveys on local, national, and international public opinion. Current major research areas are economics and population; education and child development; health survey, program, and policy research; substance abuse, mental health, and criminal justice; and statistics and methodology. NORC has conducted the General Social Survey since 1972. Depending upon the study, users can view questionnaires, datasets, frequencies, or analyses. *Access:* <http://www.norc.uchicago.edu>.

**Pew Research Center.** This Web site acts as a gateway for the other project Web sites being conducted by Pew Research, such as the Pew Study of People and the Press (surveys back to 1987) and Stateline. Tabs at the top of the page may be used to access different kinds of reports and analyses. *Access:* <http://pewresearch.org/>.

**Public Agenda.** Started by Daniel Yankelevich and Cyrus Vance in 1975, Public Agenda's mission is to make citizens aware of policy issues from a nonpartisan perspective and to understand the public point of view. Use the Issue Guides to find facts, view differing opinions, look at common misperceptions, and locate lists of key pollsters for the issues. Click on Research Studies for other data. Free registration is required for some data. *Access:* <http://www.publicagenda.org>.

**Survey Research Center** (University of Michigan). For more than 50 years, the Survey Research Center has been a leader in the collection or analysis of data from scientific sample surveys. Among its current projects are: 1) the Survey of Consumer Attitudes; 2) the Panel Study of Income Dynamics; 3) the Monitoring the Future study of high school youth; 4) the Health and Retirement Study; 5) the Retirement Research Center; 6) the National Survey of Family Growth; and 7) the Youth, Education, and Society program. Tables, charts, and reports are included. Registration is required for some data. *Access:* <http://www.isr.umich.edu/src/projects.html>.

**Zogby.** An international polling firm established in 1984, Zogby provides current news releases and articles from third-party sources

that feature data from Zogby polls, and Trends over Time providing users with time-series data relating to current topics in the media. Registered users are allowed to view survey results. *Access:* <http://www.zogby.com>.

### **Polling data archives/searchable databases**

**American Religion Data Archive.** Founded in 1997, the targeted audience and the data collection both now include American and international surveys and results. You can view questionnaires and also search for questions by keyword and then click on analyze results to view responses. *Access:* <http://www.thearda.com>.

**Canadian Opinion Research Archive.** This archive makes available Canadian commercial and independent surveys dating from 1973 forward. Recent and popular surveys are searchable by date, broad topic, and province. Full access to archives requires registration. *Access:* <http://www.queensu.ca/cora/>.

**Inter-university Consortium for Political and Social Research (ICPSR)** (subscription required). Established in 1962, ICPSR maintains a vast archive of social science data for research and instruction. The majority of the data in the ICPSR archive are downloadable only by individuals at ICPSR's 500 member institutions. The remaining data are made available through the Special Topic Archives, many of which are federally funded (including General Social Survey). Data-PASS funded from the Library of Congress provides access to opinion polls, voting records, and large-scale surveys. *Access:* <http://www.icpsr.umich.edu>.

**LAPOP-Latin American Public Opinion Project.** Since the 1970s, Mitchell Seligson (University of Pittsburgh, now Vanderbilt) has operated LAPOP to survey the citizens of Latin America on democratic values and their behaviors related to democracy. PDF

reports from the survey archives representing results from Bolivia, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, and Venezuela, as well as for Madagascar, Israel and Albania, are available on the Web site. Datasets are available from center for an administrative charge. *Access:* <http://sitemason.vanderbilt.edu/lapop/HOME>.

**Polling the Nation** (subscription required). This large polling database covers 14,000 surveys from 1986 to 2006 from many of the major pollsters. The search interface allows full-text keyword searching, in addition to a pull-down menu of topics or geographic locations. Users can also browse or limit searches by polling sources. Results are presented in a useful grid format, showing date, polling organization, and question. Clicking on the question will reveal the results. *Access:* <http://poll.orpub.com/>.

**Public Opinion Poll Question Database.** Produced by the Odum Institute for Research in Social Science at the University of North Carolina, coverage includes Harris, Southern Poll, state polls, the Knight Foundation Community Polls from before 1970 to present, depending upon the topic. Searchable by keyword to obtain survey question text. Results for specific questions available by displaying all question information. *Access:* [http://www.irss.unc.edu/data\\_archive/pollsearch.html](http://www.irss.unc.edu/data_archive/pollsearch.html).

**Questionbank; Social Surveys and Research Questionnaires Online.** Searchable by survey name, topic, or keyword in questions used in surveys. Limited to United Kingdom for surveys conducted from 1991 to present. No datasets. Refers you to the UK Data Archive. *Access:* <http://qb.soc.surrey.ac.uk>.

**The Roper Center's poll** (subscription required). The Roper Center has collected a large variety of polling data from many of the commercial, international, and media polling organizations throughout the world. iPOLL provides one-stop shopping for question-level access to a database that spans

### **More public opinion poll resources**

For additional resources, please see the online version of this article on the ACRL Web site at [www.acrl.org/c&rlnews](http://www.acrl.org/c&rlnews).

70 years and nearly a half million questions, searchable by basic keywords with limits, or browsing by organization or topic. Each record gives survey methodology, question, and responses by percentile. Those without a subscription have free access to the Public Opinion Matters section, providing analysis on current topics or access through Lexis-Nexis if your library subscribes to that service. *Access:* <http://www.ropercenter.uconn.edu/ipoll.html>.

**UK Data Archive Major Studies.** A listing of major surveys of British and European public opinion conducted by governmental agencies and social organizations, the United Kingdom Data Archive (UKDA) is a curator of the largest collection of digital data in the social sciences and humanities in the United Kingdom. *Access:* <http://www.data-archive.ac.uk/ndingData/majorstudies.asp>.

**World Public Opinion.org (WPO).** The Program on International Policy Attitudes launched WorldPublicOpinion.org in January 2006 to provide a source of in-depth information and analysis on public opinion from around the world on international issues. Covers national, cross-national, and international surveys. Summary reports of survey results. Also includes *Americans & the World*, a source on U.S. public opinion on international issues and *The Digest*, which provides analyses of polling on various international topics. *Access:* <http://www.worldpublicopinion.org/pipa/articles/btdevelopmentaidra/135.php?nid=&id=&pnt=135&lb=brusc>.

### Multinational and foreign polls

**Afrobarometer—Africa Public Opinion Research Home Page.** Founded in 1993, this nonpartisan research project conducts regular surveys of African opinions from more than a dozen nations on a wide range of topics. Surveys, survey results, briefing papers, and working papers are available online. *Access:* <http://www.afrobarometer.org>.



**Asiabarometer.** For English version, hit cancel when it asks if you want to install language pack. Results available from the Interuniversity Consortium for Political and Social Research. Coverage: 2003–2005. *Access:* <http://avatoli.ioc.u-tokyo.ac.jp/~asiabarometer/pages/english/index.html>.

**European Public Opinion Analysis.** Sponsored by the European Commission since 1973, this site provides current and past summaries and full reports from the Eurobarometer general and topical survey series as well as links to other European polls. *Access:* [http://europa.eu.int/comm/public\\_opinion/](http://europa.eu.int/comm/public_opinion/).

**FOM: Public Opinion Foundation (Russia).** Established in 1992, this center now provides a weekly edition (*Dominants*) highlighting selected Russian polls as well as a database where one can locate and view responses to questions. *Access:* <http://english.fom.ru>.

**Japanese Data Archive.** JPOLL contains more than 10,000 public opinion questions and the respective responses from Japan's major survey research sources. Users can search for public opinion questions using keywords, topics, dates, and organizations as search criteria. Coverage: 1980–1998. Free registration required. *Access:* <http://www.ropercenter.uconn.edu/jpoll/home.html>.

**Latin American Databank (LAD).** The Latin American Databank at the Roper Center for Public Opinion Research archives public opinion surveys for Latin America. Established in 1969, LAD holds nearly 1,000 studies from 16 countries, with the largest contributions coming from Argentina, Chile, Mexico, Peru, and Venezuela. Data only available to Roper Express customers. *Access:* <http://www.ropercenter.uconn.edu/lad.html>.

**Latinobarometro.** Latinobarometro is an annual survey of public opinion in 18 countries in Latin America produced by Latinobarometro Corporation, a nonprofit organization based in Santiago Chile. Cover-

age: 1995-2004. To analyze the results online requires password for payment, but PDF summaries of the survey results are available under the Press pull down. Access: <http://latinobarometro.org/index.php?id=150>.

**Mansfield Asian Opinion Poll Database.** This site offers opinion polls on key policy-related issues from major media



organizations and other agencies in Japan and South Korea. These polls were previously not available in English. Coverage: 2004-2006. Access: <http://mansfieldfdn.org/polls/index.htm>.

**World Values Survey.** This Web site provides access to tables and graphs showing national or comparative survey results for selected countries to the four waves of the World Values Survey conducted from 1981 to 2004. Access: <http://www.worldvalues-survey.org/services/main.html>.

## Other resource lists of Web Sites on public opinion polls

**CISER Data Archive—Public Opinion Surveys (Cornell University).** Good annotated list of sources for the actual text or results of public opinion surveys, including U.S. national and regional surveys and cross-national polls. Access: <http://www.ciser.cornell.edu/info/polls.shtml>.

**Online Survey Research/Public Opinion Centers: a Worldwide Listing (Kansas University).** Updated in 2000, the site has a fairly comprehensive list of U.S. university research centers on public opinion listed by state and other academic, commercial, and governmental research centers outside of the United States. Access: <http://www2.ku.edu/~coms/links/links2.htm>.

**Public Opinion Polls—Research Guide (University of Pennsylvania Library).** Contains a long list of print and online sources for polling data. Access: <http://gethelp.library.upenn.edu/guides/polisci/polls.html>. *zz*

## Applications/Nominations Invited for *C&RL* Editor

Applications and nominations are invited for the position of editor of *College & Research Libraries (C&RL)*, the bimonthly, scholarly research journal of the Association of College and Research Libraries (ACRL). The editor is appointed for a three-year term, which may be renewed for an additional three years. Applicants must be a member of ALA and ACRL. Qualifications include professional experience in academic libraries, a record of scholarly publication, editing experience, an ability to meet publication deadlines, an understanding of the scholarly communication process, and a broad knowledge of the issues confronting academic libraries.

Some funding for editorial assistance and travel to relevant conferences is available, and there is a small honorarium for the editor.

Appointment will be made by the ACRL Board of Directors at the 2007 Annual Conference upon the recommendation of the search committee and of the ACRL Publications Coordinating Committee. The incoming editor will serve for at least one year as editor-designate, working with the current editor, before assuming full responsibility for *C&RL* in July 2008.

Nominations or resumes and letters of application, including the names of three references, should be sent to:

C&RL Search Committee  
c/o Dawn Mueller  
ACRL Production Editor  
50 East Huron Street  
Chicago, IL 60611  
e-mail: [dmueller@ala.org](mailto:dmueller@ala.org)

*The deadline for receipt of applications is December 4, 2006.  
Finalists will be interviewed at the Midwinter Meeting in January 2007.*