

## **RWJF Guidelines for Funding and Releasing Polls and Surveys<sup>i</sup>**

**Standards for Polls and Surveys:** To provide reliable and objective information that meets the highest standards for scientific integrity and adheres to our principles, RWJF-funded polls and surveys must conform to the Code of Professional Ethics and Practices of the American Association for Public Opinion Research (AAPOR). Consistent with the AAPOR Code, RWJF-funded polls and surveys should:

- Identify the name(s) of the lead researcher(s), their organizational affiliation(s) and all sponsors/funders of the research.
- Employ research tools and methods suitable for the topics and questions being investigated.
- Fully describe the population under study; eligibility requirements; sample recruitment methods and sampling frame, including sample size and power calculations; relevant informed consent and privacy protection procedures; response rates (computed according to AAPOR standard definitions); and data collection and analytic methods in sufficient detail to allow others to understand and critique the research.
- Be based on a probability sample.

### **Requirements for RWJF Release of Poll and Survey Data:**

- Compliance with poll and survey standards as described above.
- Compliance with scientific integrity standard review process as described below.

### **Process for Scientific Integrity Standard Review:**

- A poll or survey will be considered to have met the scientific integrity standard if it has been peer-reviewed for publication as an article or published in one or more peer-reviewed journals and may be released without further scrutiny.
- For all other materials, the following process is required:
  - An RWJF communications officer in partnership with a research and evaluation (R&E) officer must review and approve the material for balance and accuracy and to assure high reporting standards. (Communications and R&E officers should be given at least 48 hours notice—longer if the document is long and complicated.)
  - The release must provide detail on how the poll or survey met the standards described above under Standards for Polls and Surveys.
  - The release should provide access to a copy of the full questionnaire or survey tool and include the following information:
    - dates of data collection
    - sampling error and response rate
    - complete marginal data
    - sources of weighting parameters and methods by which weight were applied.

Use of the term “poll” or “survey” should be used only to describe work that has met the above standards.

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<sup>i</sup>These standards are consistent with our Guiding Principles and are based on the AAPOR standards, the Polling Standards of the *New York Times* and *ABC News*’ Polling Methodology and Standards updated in 2010, [http://www.aapor.org/Standards\\_and\\_Ethics.htm](http://www.aapor.org/Standards_and_Ethics.htm).