

File name = SP/ROPER

Ellen and Ada: My contact person at Roper called and we had an extended conversation. They are interested in international survey work and would like to begin working with us to see how things develop. Specifically, they are willing to accommodate as many of our questions as they have time for (they expect to have some uncommitted time) on their July or August Roper Omnibus Survey, apparently at no cost to us. What they would get out of this is joining with us in announcing the comparative US-Soviet survey results. They hope that this might generate funding for further similar work. The mutual interest here is in producing income for and from survey work.

If we are interested, we should send them our questionnaire with a brief description of priority of questions (and reasons for that) by early May.

If this works out, it will make the US-Soviet comparison possible at least on those questions that they can accommodate.

Let me know what you think. If we wish to go ahead, we will have to select appropriate questions to share with them. I would appreciate your reaction - and we'll go on from there. George.

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Received: from ASC.upenn.edu by ASC.upenn.edu; 14 Apr 90 15:41:29 EDT
Received: from remote.dccs.upenn.edu by asc.upenn.edu ; 14 Apr 90 15:41:05 Saturday
Return-Path: <@CORNELLC.cit.cornell.edu:05017AWF@MSU.BITNET>
Received: from CORNELLC.CIT.CORNELL.EDU by remote.dccs.upenn.edu
id AA25278; Sat, 14 Apr 90 15:41:50 -0400
Message-id: <9004141941.AA25278@remote.dccs.upenn.edu>
Received: from MSU.BITNET by CORNELLC.cit.cornell.edu (IBM VM SMTP R1.2.1MX) with BSMTTP id 217
7; Sat, 14 Apr 90 15:41:4

Received: by MSU (Mailer R2.03B) id 3643; Sat, 14 Apr 90 15:43:20 EDT
Date: Saturday, 14 April 1990 3:41pm ET
To: FGG%asc@upenn.edu
X-Originally-To: POLSEMP3@EMUVML.BITNET,
FGG%asc@upenn.edu
From: "Ada W. Finifter" <05017AWF@MSU.BITNET@CORNELLC.cit.cornell.edu>
In-reply-to: The letter of Saturday, 14 April 1990 8:24am ET

George: I want to understand exactly what Roper can give us. Do you mean they would ask our questions in the U.S. only or do they have other international prospects? To be absolutely clear: they provide US results, and then expect a joint announcement in which the comparisons with Soviet data are made, so that the luster of the international comparison is shared with them?

Assuming the above is true, then I would want to know exactly how much time we could get and what else is on their omnibus survey. We have to be able to do some interesting analyses rather than only have marginals. Will there be other variables of interest to us on their survey? What would they actually provide to us in the form of data? I assume we would get our own questions plus minimally demographics, but what else? Party identification, political ideology, voting behavior, etc. are variables of interest. If they will only have commercial questions about soap use, etc. or if they have other interesting questions that have been commissioned by others and to which we would therefore not have access, the prospect is less attractive than it might otherwise be.

Can you find out things along these lines and let us know?

Cc: Ellen

Ada: Re Roper. They would ask questions in US only. They would be piggybacked onto their regular monthly omnibus survey of commercial jobs on which they expect to have some minutes of uncommitted time in July and August. They wont know the exact amount of time until shortly before the survey is fielded, and it may be little or quite a lot. I tried to pin them down but they said to give them as much as we can and they'll do as much as they can. Yes, they mentioned a joint announcement, but just exactly of what is not yet clear.

I agree that we need to find out much more, just wanted to get your initial reaction. Let me list the points on which we need information:

1. What else is on the omnibus? Do we have access to other interesting data?
2. What demographics and other information (such as party, ideology, voting, media use, political orientation, etc. can we get; of course we can include any questions we consider essential)
3. What data will we get besides marginals?
4. Nature and conduct of joint announcement.

Anything else?

Of course, if we can't pay, and as US comparisons would be extremely

valuable for us, the key question is what do THEY want as a trade-off, if anything, besides the joint announcement and its potential benefits (for both of us). This is a complex question and may require a visit rather than only telephone calls as until now. Would either or both of you be interested in and available for a meeting with Roper people in New York? George.

cc: Ellen

Return-Path: <@ASC.upenn.edu,@CORNELLC.cit.cornell.edu:POLSEMP3@EMUVML.BITNET>
Received: from ASC.upenn.edu by ASC.upenn.edu; 15 Apr 90 10:00:10 EDT
Received: from remote.dccs.upenn.edu by asc.upenn.edu ; 15 Apr 90 09:59:56 Sunday
Return-Path: <@CORNELLC.cit.cornell.edu:POLSEMP3@EMUVML.BITNET>
Received: from CORNELLC.CIT.CORNELL.EDU by remote.dccs.upenn.edu
id AA00697; Sun, 15 Apr 90 10:00:41 -0400
Message-id: <9004151400.AA00697@remote.dccs.upenn.edu>
Received: from EMUVML.CC.EMORY.EDU by CORNELLC.cit.cornell.edu (IBM VM SMTP R1.2.1MX) with BSM
TP id 5570; Sun, 15 Apr 9

Received: by EMUVML (Mailer R2.03B) id 7367; Sun, 15 Apr 90 09:56:36 EDT
Date: Sun, 15 Apr 1990 09:44 EDT
From: <POLSEMP3@EMUVML.BITNET@CORNELLC.cit.cornell.edu>
Subject: Roper, etc.
To: <05017AWF@MSU>, <FGG@ASC@UPENN.EDU>

To George and Ada

I concur with both of you that we need much more information. However, I have still additional concerns as follows:

The initial message says Roper is interested in "future, similar work" I presume by this that you mean that Roper wants to get into the Soviet market through us. As it stands now, Gallup is better positioned. I am concerned about these future plans and about being used as a wedge for an entry that excludes us in the future. On the Soviet side, we can only lose by joining with Roper, and perhaps lose big, depending on what is worked out.

Timing is another important question: Is we join with Roper, the results will be out and available before our collaborative book. That, it seems to me is unacceptable [more on book later].

I do not want my comments above to suggest, however, that American comparisons would not be useful. I'm taking that utility for granted. However, it is also the case that far from being the supplicants in this, we hold the most important cards. It is the Soviet survey that is most interesting--that is true in terms of our funding experience as well as media coverage. The American comparisons, though very useful, indeed, are not as "valuable" as what we've got, no matter how you figure the currency. It is also the Soviet connection and, indeed, as Ada put it, the "luster" that is most important and valuable.

So, my conclusion would be that yes, we do need more information; that George should get it from Roper; that we must consider this opportunity to be attractive, but not without considerable risk that will require much more serious reflection. My ability to attend a meeting in the near future is complicated by two things: one is jury duty for two weeks beginning the last week of classes. Should I be dismissed for a block of that time, I might be able to go to New York, but do not know if I have funding available. I rather think not, but will see. I may also be going to Moscow during the middle of May. There is a small window of opportunity for me--I do have to be in New York around May 11, which is Friday, I think. That might be a possibility.

Now, a word about our collaborative book: I do think we ought to get going, as George suggested, to mark out the areas of interest from the survey. I would like to collect them from everybody. The hectic end-of-semester rush may delay things a bit, but do think about it. My own interest, as in the press conference, lies in the nationalities, and I should like to do this part of the book. I will think about the particular questions, as well,--that's for the next communication on

the topic.

cheers to all, Ellen

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Received: from remote.dccs.upenn.edu by asc.upenn.edu ; 15 Apr 90 18:15:36 Sunday
Return-Path: <@CORNELLC.cit.cornell.edu:POLSEMP3@EMUVM1.BITNET>
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id AA03689; Sun, 15 Apr 90 18:16:09 -0400
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Received: from EMUVM1.CC.EMORY.EDU by CORNELLC.cit.cornell.edu (IBM VM SMTP R1.2.1MX) with BSM
TP id 6183; Sun, 15 Apr 9

Received: by EMUVM1 (Mailer R2.03B) id 7507; Sun, 15 Apr 90 18:10:45 EDT
Date: Sun, 15 Apr 1990 18:08 EDT
From: <POLSEMP3@EMUVM1.BITNET@CORNELLC.cit.cornell.edu>
To: <FGG@asc@upenn.edu>
In-reply-to: Your message of 15 Apr 90 15:47:25 EDT

Quick short answer: If I go to USSR, I will be there on
the 16th, but not on the Friday before--or possibly the
Thursday.

File name = SP/ELLEN3

Continuin our conversation re Roper. My comment on Roper's interest in " future, similar work" was an inference not a specific condition. The original contact with Roper came about because a staff member I met with at Harris went to Roper and wanted to pursue any potential work that they may get through our grant-supported projects, plus any international (especially Soviet) work. When I explained that what we need now is the US survey but we have no grant support for it at the present, she called back a couple of weeks later and said they might be interested in starting small and using the results to generate funding for more. I did not pursue any of these suggestions because I did not want to get into any specifics prior to our discussion and agreement on how to proceed.

As to timing, a few highlights (as in Atlanta) should only build interest in the book. The key question is, again, what can we give them to make the US survey a fair trade -- so that we get as much as we give, no more and no less. That of course depends partly on what they really want or need (which remains to be ascertained) and what we think is fair.

I will ask about May 11. Is May 16 a possibility (I may have to be there on that date.)

As to areas of interest in the book. My main interest is in examining the contribution that television viewing makes to the formation of concepts and opinions, especially in comparison to that process in the U.S. That means both in regards to the questions we have contributed and any other questions where a significant "cultivation differential" appears in the total sample or any republics and any demographic subgroups. The format of the crosstabs I would be working with is similar to those attached to our Atlanta highlights.

What do you know (and/or can find out) about the interests of our Soviet collaborators?

Great work on the questionnaire, Ellen! Sorry it seems to never end. We look forward to the new data sets. Cheers to y'all, George.