

# Gary Langer

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## **President, Langer Research Associates**

August 2010 to present

- **Direct** independent firm specializing in high-quality survey research design, management and analysis. Conduct and analyze ABC News/Washington Post polls, the Bloomberg Consumer Comfort Index and custom surveys for a range of clients.
- **Appearances:** Radio and television appearances across ABC News network and affiliate programs, BBC, NPR, PRI, Charlie Rose Show, CTV, Fuji TV, others. Frequent public speaking – Columbia, Princeton, Stanford, Harvard, Yale universities, American Association for Public Opinion Research, Marketing Research Association, ESOMAR, WAPOR, corporate groups.
- **Publications:** ABC News poll analyses and “The Numbers” blog at ABCNews.com. Op-eds in The New York Times, The Washington Post, The Wall Street Journal, Christian Science Monitor, Nihon Keizai Shimbun, San Francisco Examiner, others. Numerous scholarly articles.
- **Awards:** Two Emmy awards, nine nominations (first for news polls). Policy Impact Award of the American Association for Public Opinion Research, two Iowa-Gallup Awards, National Council on Public Polls Award, national AP staff award, shared DuPont/Columbia Award.
- **Service:** Trustee, Roper Center for Public Opinion Research. Trustee, National Council on Public Polls. Past president, New York chapter, AAPOR. National AAPOR committees 2006-2010. Former board member, StreetWise Partners (charitable job-skills program).

## **Director of Polling, ABC News, New York**

July 1998 to July 2010

- **Directed** coverage of public opinion for national television and radio networks and ABCNews.com. Responsible for project management, editorial vision, analytical insight, survey methodology, partnerships, budget, systems, strategic planning, innovation and outreach.

## **Senior Polling Analyst, ABC News, New York**

September 1990 to June 1998

## **Newsman, The Associated Press**

May 1980 to September 1990

## **Education**

- Bachelor of Arts in English Literature, Magna Cum Laude, Phi Beta Kappa, University of New Hampshire, May 1980.

### **Professional Service and Memberships**

*Roper Center for Public Opinion Research*, Storrs, Conn. Member, Board of Directors.

*National Council on Public Polls*, New York, N.Y. Trustee and Disclosure Committee chair.

*American Association for Public Opinion Research*, member; Code Review Committee 2009-10; Nominations Committee 2006, 2008, 2010; Conference Committee 2004, 2005, 2007; Membership & Chapter Relations Committee 2007.

*New York Chapter, American Association for Public Opinion Research*, vice president, 2005-2006; president, 2006-2007; past president, 2007-2008.

*World Association for Public Opinion Research*, member.

### **Awards**

2011 *Emmy nomination*, Outstanding Live Coverage of a Current News Story, as correspondent on ABC News' "Vote 2010," Tuesday, Nov. 2, 2010.

2010 *Emmy nomination*, Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast, for "Afghanistan: Where Things Stand" and "Iraq: Where Things Stand" of February and March 2009.

2010 *Policy Impact Award*, American Association for Public Opinion Research, for ABC News polls in Iraq and Afghanistan, 2004-2009.

2009 *Emmy nominations*, Best Story in a Regularly Scheduled Newscast and Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast, for "Iraq: Where Things Stand," March 2008.

2008 *Iowa-Gallup Award for Excellent Journalism Using Polls* (University of Iowa School of Journalism and the Gallup Organization), for "The Numbers" blog.

2008 *Emmy award*, Best Story in a Regularly Scheduled Newscast, and *nomination*, Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast, for "Iraq: Where Things Stand," March, 2007.

2006 *Excellence in Media Coverage of Polls Award* from the National Council on Public Polls, for "Afghanistan: Where Things Stand" and "Iraq: Where Things Stand."

2005 *Emmy award*, Best Story in a Regularly Scheduled Newscast, and *nomination*, Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast, for "Iraq: Where Things Stand," March 2004.

2005 *Iowa-Gallup Award for Excellent Journalism Using Polls* (University of Iowa School of Journalism and the Gallup Organization), for "Afghanistan: Where Things Stand" and "Iraq: Where Things Stand."

2004 *Emmy nomination*, “Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast” for “Critical Condition: Healthcare in America,” October 2003.

2002 *DuPont/Columbia Award* (shared) for ABC News coverage of 9/11.

1990 *National “Top Performance” Award*, Associated Press Managing Editors Association, for “The Persuaders,” a report on lobbying in state capitals.

1984 *New York staff award*, Associated Press Managing Editors Association.

### **Scholarly Articles**

“Unintended Consequences: The Cost of Purging Business Numbers in RDD Surveys.” *Public Opinion Quarterly* 2009 73(3):484-496. With Daniel M. Merkle, Jon Cohen, Linda B. Piekarski, Robert Benford and David Lambert.

“The Association of Knowledge with Concern About Global Warming: Trusted Information Sources Shape Public Thinking.” *Risk Analysis* 2009 29(5):633-647. With Ariel Malka and Jon A. Krosnick.

“The Use and Misuse of Polls.” *International Journal of Public Opinion Research* 2008 20(1):23-29.

“How Too Little Can Give You a Little Too Much: Determining the Number of Household Phone Lines in RDD Surveys.” *Public Opinion Quarterly* 2008 72(1):114-124. With Daniel M. Merkle.

“Likely Voter Modeling,” “Tracking Polls,” “Media Polls,” “Convention Bounce,” “ABC News/Washington Post Poll.” *Encyclopedia of Survey Research Methods* 2008, SAGE Publications.

“People in Pain: How Do They Seek Relief?” *The Journal of Pain* 2007 8(8):624-636. With Qiuling Shi, Jon Cohen and Charles S. Cleeland.

“Voters and Values in the 2004 Election.” *Public Opinion Quarterly* 2005 69(5):744-759. With Jon Cohen.

“Comparing the Quality of Data Obtained by Minimally Balanced and Fully Balanced Attitude Questions.” *Public Opinion Quarterly* 2005 69(3):417-428. With Eric M. Shaeffer, Jon A. Krosnick and Daniel M. Merkle.

“Response Rates: A Critical Evaluation.” *Public Perspective*, 2003 14(3):16-18.

“Trust in Government - To Do What?” *Public Perspective*, 2002 13(4):7-10.

“Responsible Polling in the Wake of 9/11.” *Public Perspective*, 2002 13(2):14-16.

“Under the Hood.” *Public Perspective*, 2000 11(5): 8-9.

## **Presentations and Invited Lectures**

*“Adding Cell Phone Sampling to a Long-Term Trend Study (Cautiously): The Bloomberg Consumer Comfort Index,” “The 2012 Election: A Different Kind of Country,” and “Polling in the Midst of a Natural Disaster: The ABC News/Washington Post 2012 Election Tracking Poll and Hurricane Sandy,”* annual conference, American Association for Public Opinion Research, May 16-19, 2013.

*“Civic Education in Developing Nations: Does it Work, and How?”* Invited presentation, pre-conference of the World Association for Public Opinion Research, May 14, 2013, Boston, Mass.

Invited lectures, Columbia University School of Journalism, March 5, 2013; Feb. 7, 2012; Oct. 12, 2011; Sept. 27, 2011; Oct. 13 and 19, 2010; Nov. 2 and 10, 2009; Feb. 26, 2008; Feb. 6, 2007; Nov. 15, 2005; Oct. 21, 2005; Nov. 18, 2004; Jan. 28, 2003; and March 6, 2001. Invited lectures, Columbia’s Program on Quantitative Methods in the Social Sciences, Jan. 28, 2010; Feb. 22, 2006; and Feb. 7, 2005.

*“Connectedness and Continuity: A Prescription for Patient Engagement.”* Invited presentation, the Roundtable on Value & Science-Driven Health Care, Institute of Medicine, Washington, D.C., Feb. 25, 2013.

*“Election 2012,”* The Business Council, Chicago, Ill., Oct. 19, 2012.

*“Connectedness and Continuity: Patient-Provider Relationships among Low-Income Californians.”* Invited presentation, annual meeting of the California Primary Care Association, Burlingame, Calif., Oct. 12, 2012.

*“Probability Sampling and Alternative Methodologies.”* Invited presentation, National Science Foundation Conference on the Future of Survey Research, Arlington, Va., Oct. 4, 2012.

*“In Defense of Probability: Are the Times a-Changing?,” “The 2012 Republican Primaries: What the Heck was that all About?,” and “Sampling Low-Income Californians to Assess their Healthcare Preferences,”* annual meeting of the American Association for Public Opinion Research, Orlando, Fla., May 17-20, 2012.

*“Survey Standards in Academia: A Look Behind the Ivy.”* Keynote address, annual meeting of the Association of Academic Survey Research Organizations, Orlando, Fla., May 19, 2012.

Invited lectures at Duke University, co-hosted by the Duke Initiative on Survey Methodology and the DeWitt Wallace Center for Media and Democracy, April 18, 2012; and at the City University of New York Graduate School of Journalism, March 27, 2012.

*“Data Quality in Survey Research – and Why it Matters.”* Invited presentation to ESPN Research+Analytics, March 29, 2012.

Invited presentations of *“On the Cusp of Change: The Healthcare Preferences of Low-Income Californians”* to the LA Health Action Strategy Team for Access, Reform and Transformation (webinar, Nov. 28, 2011); annual conference of the California Primary Care Association (San Diego, Oct. 6, 2011); Board of Directors of the California Public Hospitals Association

(Oakland, July 22, 2011); California Health Improvement Partnership's Patient Centered Medical Home Breakthrough Teams (webinar, July 19, 2011); Blue Shield of California Foundation's Low-Income Health Programs County Coverage Expansion Planning Workshop (Los Angeles, July 8, 2011), the Board of Directors of L.A. Care (Los Angeles, June 2, 2011), and a luncheon presentation of survey results sponsored by BSCF and Health Affairs magazine (Washington, D.C., June 23, 2011).

*"2012: An Election Roadmap."* Keynote address, Stable Value Investment Association's Fall Forum, Washington, D.C., Nov. 16, 2011.

Invited moderator, plenary session of the annual meeting of the American Association for Public Opinion Research, with panelists Henry Cisneros, former HUD secretary and mayor of San Antonio; Prof. Rodolpho de la Garza of Columbia University; and Frank Newport of the Gallup Organization, Phoenix, Ariz., May 12, 2011.

*"Consumer Confidence: Concurrent and Predictive Validity," "The 2010 Election and the Outlook for 2010"* and *"The View from Yemen: On the Edge of Unrest,"* annual meeting of the American Association for Public Opinion Research, Phoenix, Ariz., May 12-15, 2011.

*"The Pulse of the Nation."* Invited lecture, Cosmopolitan Club, New York, N.Y., May 11, 2011.

Visiting Professional, University of Iowa School of Journalism and Mass Communication, April 2011. Lectures to two Ph.D. seminars, four undergraduate classes and three professional groups.

*"Consumer Confidence: Current Correlations and Predictive Capabilities."* Invited presentation, New York Chapter of the American Association for Public Opinion Research, April 7, 2011.

*"Yemen Baseline and Afghanistan Trends: A Public Opinion Update."* Invited lecture, Center for Strategic and International Studies, Washington, D.C., April 4, 2011.

*"Public Attitudes in Yemen."* Invited presentation, federal interagency Strategic Communications Research Seminar sponsored by the U.S. Broadcasting Board of Governors, Washington, D.C., March 22, 2011.

*"Message Delivered: The Voters' Voice in 2010."* Keynote address, annual meeting of the Midwest Chapter of the American Association for Public Opinion Research, Chicago, Ill., Nov. 19, 2010.

*"The 2010 Midterms: What They Meant and Where They Take Us."* Diesel Technology Forum, Washington, D.C., Nov. 18, 2010.

*"Survey Research in Changing Times."* Plenary speaker, annual meeting of the Pacific Chapter of the American Association for Public Opinion Research, San Francisco, Calif., Dec. 9, 2010.

*"The Shape of Our Politics."* Keynote address, annual Policy Summit of the Association of Washington Business, Blaine, Wash., Sept. 22, 2010.

*"Assessing Public Opinion in War Zones - Afghanistan: Where Things Stand,"* annual conference, American Association for Public Opinion Research, Chicago, Ill., May 13, 2010.

With Matthew Warshaw. Similarly, *“Afghanistan: Where Things Stand.”* Invited lecture, Center for Strategic and International Studies, Washington, D.C., March 12, 2010.

*“Poll Standards and Vetting at ABC News and Beyond.”* Invited panel at plenary session, annual conference, American Association for Public Opinion Research, Chicago, Ill., May 13, 2010.

*“Questionnaire Design and Data Analysis”* and *“Analyzing and Reporting Survey Findings.”* Invited lectures at “Meet the Masters,” New York Chapter, American Association for Public Opinion Research, New York, N.Y., Sept. 29, 2009, Sept. 17, 2008, June 15, 2006 and June 22, 2004.

*“The 2008 Presidential Election: Reaction or Transformation?”* and *“Presenting Data Analysis,”* presentation and invited lecture, annual conference, American Association for Public Opinion Research, Hollywood, Fla., May 16, 2009.

*“Iraq: Where Things Stand.”* Invited lecture, Center for Strategic and International Studies, Washington, D.C., May 4, 2009.

*“Survey Reporting Standards.”* Invited presentation, Harvard University, Program on Survey Research, Cambridge, Mass., April 17, 2009.

*“Afghanistan: Where Things Stand.”* Invited lecture, Center for Strategic and International Studies, Washington, D.C., Feb. 11, 2009.

*“Politics 2009: The Prospects for Post-Partisanship.”* Invited lecture, Market Research Council, New York, N.Y., Jan. 23, 2009.

*“An Analysis of the Aftermath of Hurricane Katrina: Results from Three Surveys,”* annual conference, American Association for Public Opinion Research, New Orleans, La., May 16, 2008. With Daniel M. Merkle.

*“War in Iraq: The Public Perspectives.”* Invited lecture, Center for Strategic and International Studies, Washington, D.C., April 30, 2008.

*“Research in War Zones: Methodology vs. Practicality in Iraq and Afghanistan.”* ESOMAR Congress, Berlin, Germany, Sept. 18, 2007.

*“The Use and Misuse of Polls.”* Invited presentation, annual meeting of the World Association for Public Opinion Research, Berlin, Germany, Sept. 20, 2007.

*“The Shape of Our Politics.”* Invited presentation, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Nov. 9, 2006.

*“When Polls Mislead: Setting Standards for Media Reporting on Public Opinion Surveys.”* Invited lecture, Princeton University, Woodrow Wilson School/Survey Research Center/Center for the Study of Democratic Politics, Princeton, N.J., Oct. 3, 2006.

*“Disclosure and Standards in International Polls,”* annual conference, American Association for Public Opinion Research, Montreal, Canada, May 19, 2006.

*"The Future of Survey Research."* Invited presentation, Harvard University, Program on Survey Research, Cambridge, Mass., Jan. 20, 2006.

*"Public Opinion in Iraq... and Here at Home."* Invited lecture, New York Chapter, Marketing Research Association, New York, N.Y. Oct. 18, 2005.

*"Political Attitudes in 2005."* Invited lecture, Field Poll Conference, San Francisco, Calif., Oct. 7, 2005.

*"Why Bush Won."* Invited presentation, New York Chapter, American Association for Public Opinion Research, New York, N.Y., April 18, 2005. Similarly, *"2004: Why Bush Won."* Invited presentation, Stanford University/Institute for Research in the Social Sciences conference, Palo Alto, Calif., Nov. 9, 2004.

*"2004 Exit Polls: Reality and Myths."* Invited presentation at New England Chapter, American Association for Public Opinion Research, Cambridge, Mass., April 15, 2005.

*"Whose Morals? What Values? A Review of the 2004 Presidential Election Polls."* Invited presentation, Princeton University/PSRC/NJAAPOR, Princeton, N.J., Nov. 29, 2004.

*"Understanding Consumer Confidence."* Invited lecture, Women's Economic Round Table Inc., New York, N.Y., June 1, 2004.

*"Panel: The 2004 Presidential Primary Polls,"* and *"Panel: Polling in Iraq: Smuggled Samples, Drawn Knives and 95 Percent Cooperation,"* annual conference, American Association for Public Opinion Research, Phoenix, Ariz., May 13-14, 2004.

*"News Polling and the Quest for Quality Research."* Invited lecture at Marketing Research Association, Philadelphia, Penn., April 1, 2004.

*"Political Prospects: The 2004 Presidential Election."* Invited presentation, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Feb. 24, 2004.

*"The Mood of the Nation."* Invited lecture, American Marketing Association, Philadelphia, Pa., Sept. 24, 2003.

*"Parsing the Polls: A View from the Trenches."* Invited presentation, annual conference, American Association for Public Opinion Research, Nashville, Tenn., May 17, 2003. With Daniel M. Merkle.

*"Public Opinion and Polling in a Time of War."* Invited presentation, annual conference, American Association for Public Opinion Research, St. Pete Beach, Fla., May 18, 2002.

*"Holiday Address: Response Rates and All That."* Invited lecture, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Dec. 5, 2001.

*"Polling in the Wake of 9/11."* Invited presentation, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Oct. 17, 2001.

*“What We Learned from the Exit Polls.”* Invited panel, Pew Research Center/Roper Center for Public Opinion Research conference, Washington, D.C., May 24, 2001.

*“2000 Election Tracking: a Search for Volatility,”* annual conference, American Association for Public Opinion Research, Montreal, Canada, May 20, 2001.

*“Dynamics of the 2000 Presidential Election.”* Invited lecture, University of Wisconsin-Madison Conference on Political Advertising, Chicago, Ill., April 17, 2001.

*“2000 Election: What the Exit Polls Tell Us.”* Invited presentation, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Nov. 15, 2000.

*“Evaluating Election Polls.”* Invited panel, annual conference, American Association for Public Opinion Research, Portland, Ore., May 15, 2000.

*“The 1998 Midterm Election: Future Portents.”* Invited panel, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Nov. 12, 1998.

*“Polling and the 1996 Elections: a Post-Mortem.”* Invited panel, New York Chapter, American Association for Public Opinion Research, New York, N.Y., Nov. 14, 1996.

*“Polling and News Reporting.”* Invited lecture, University of New Hampshire, Department of Journalism, Durham, N.H., Oct. 4, 1996.

*“Changes in Presidential Approval,”* annual conference, American Association for Public Opinion Research, Danvers, Mass., May 13, 1994. With Fred Soulas.

*“Polling on Race and Race Relations.”* Invited panel, New York Chapter, American Association for Public Opinion Research, New York, N.Y., March 15, 1989.

Various corporate speaking events.

### **Conference Papers**

*“Adding Cell Phone Sampling to a Long-Term Trend Study (Cautiously): The Bloomberg Consumer Comfort Index,”* annual conference, American Association for Public Opinion Research, May 17, 2013. With Julie E. Phelan.

*“Consumer Confidence: Concurrent and Predictive Validity,”* annual conference, American Association for Public Opinion Research, Phoenix, Ariz., May 13, 2011. With Julie E. Phelan.

*“Cell Phone Sampling: an Alternative Approach,”* annual conference, American Association for Public Opinion Research, Chicago, Ill., May 14, 2010. With David Lambert and Mike McMenemy.

*“An End to a Means: Partisanship, Policy Preferences and Global Warming,”* annual conference, American Association for Public Opinion Research, Chicago, Ill., May 14, 2010. With Patrick Moynihan and Peyton Craighill.



*“A Comparison of Black Oversamples: Census Density vs. Call-Backs,”* annual conference, American Association for Public Opinion Research, Chicago, Ill., May 14, 2010. With Peyton Craighill, Patrick Moynihan, David Dutwin and Melissa Herrman.

*“Best Practices in Pre-Election Polling,”* annual conference, American Association for Public Opinion Research, Hollywood, Fla., May 19, 2009. With Jon Cohen, Jennifer Agiesta, Peyton Craighill, Patrick Moynihan and David Lambert.

*“Unintended Consequences: How Purging Business Numbers in RDD Surveys Can Increase Noncoverage,”* annual conference, American Association for Public Opinion Research, Montreal, Quebec, May 19, 2006. With Daniel M. Merkle, Jon Cohen, Linda Piekarski, Robert Benford and David Lambert.

*“Religion, Ideology, Partisanship and ‘Moral Values’ in the 2004 Election,”* annual conference, American Association for Public Opinion Research, Miami Beach, Fla., May 14, 2005. With Jon Cohen.

*“Methodological Issues in Pre-Election Polling: Lessons from ABC News’ 32-Night Tracking Poll,”* annual conference, American Association for Public Opinion Research, Miami Beach, Fla., May 13, 2005. With Daniel M. Merkle and David Lambert.

*“What Motivated Americans’ Views of the Candidates and Vote Preferences across the 2004 Presidential Campaign?,”* annual conference, American Association for Public Opinion Research, Miami Beach, Fla., May 13, 2005. With Neil Malhotra, Jon Krosnick and Daniel M. Merkle.

*“Long-Term Trends in Political Party Identification,”* annual conference, American Association for Public Opinion Research, Phoenix, Ariz., May 15, 2004. With David Morris.

*“How Too Little Can Give You Too Much: Determining the Number of Household Phone Lines in RDD Surveys,”* annual conference, American Association for Public Opinion Research, Phoenix, Ariz., May 15, 2004. With Daniel M. Merkle.

*“Consumer Confidence: Measurement and Meaning,”* annual conference, American Association for Public Opinion Research, Nashville, Tenn., May 18, 2003. With Daniel M. Merkle and Dalia Sussman.

### **Op-eds**

“Reading Election Polls.” *The Washington Post*, Dec. 30, 2007. With Jon Cohen.

“What They’re Saying in Anbar.” *The New York Times*, Sept. 16, 2007.

“Re: Discordance between Sexual Behavior and Self-Reported Sexual Identity.” *The Annals of Internal Medicine*, Letter, April 2007.

“Misunderstanding Afghanistan.” *The Washington Post*, Dec. 17, 2006. With Craig Charney.

“A Question of Values.” *The New York Times*, Nov. 6, 2004.

“Battleground Ballyhoo.” *The Washington Post*, May 7, 2004. With Richard Morin.

“Re: Psychological Sequelae of September 11.” *The New England Journal of Medicine*, Letter, August 2002.

“The Public Says: Show Me a Recovery.” *The Christian Science Monitor*, Feb. 11, 1993.

“What Voters Really Want from Clinton.” *The Wall Street Journal*, Nov. 16, 1992.

“Bush’s Deep Hole.” *The Christian Science Monitor*, Aug. 18, 1992.

“Clarence Thomas and the War of the Sexes.” *San Francisco Examiner*, Oct. 18, 1991.

“What Recovery?” *San Francisco Examiner*, Aug. 21, 1991.

“Dan Quayle: Did You Say Popular?” *The Christian Science Monitor*, May 23, 1991.

“Suspicion and Envy in U.S./Japanese Views.” *Japan Economic Journal/Nihon Keizai Shimbun*, May 18, 1991.

“The Public Can Predict What Economists Can’t.” *The Wall Street Journal*, May 1, 1991; *Sacramento Bee*, May 18, 1991.

“Public Patience and War.” *The Christian Science Monitor*, Feb. 1, 1991.

### **Other Published Work**

*ABC News* poll analyses 1990 to present; *The Numbers* blog 2006 to 2010; *Associated Press* news articles 1983 to 1990; various magazine feature articles.