



SIENAcollege

 Siena Research Institute

 515 Loudon Road

 Loudonville, NY 12211

Siena Research Institute

*Providing
 Innovative
 and Reliable
 Research
 Since 1984*



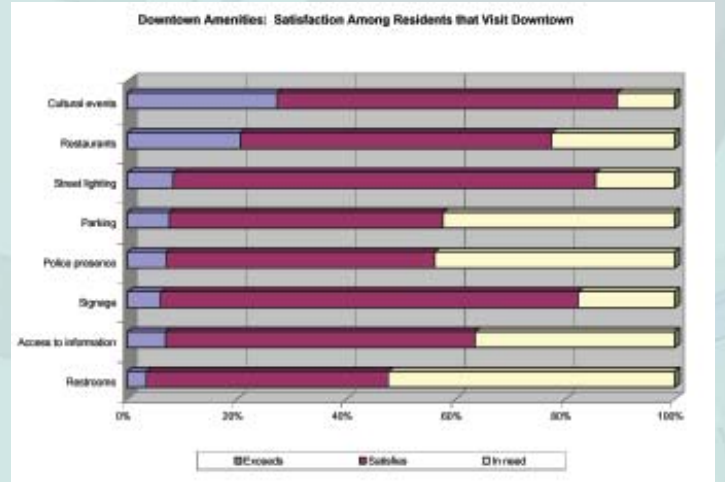

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Effective Solutions for Your Organization

SRI is a full-service public opinion research center that assists policymakers, business leaders, and civic organizations gather and understand information necessary for strategic planning. We provide the necessary expertise, experience and energy to address your most compelling research needs professionally, on time and cost-effectively.

Research Services

- Research consultation and design
- Telephone polls
- Mail surveys
- Web-based polling
- Focus groups
- Data processing
- In depth data analysis
- Presentation of results



Recent Clients

- Healthcare Association of New York State
- First Niagara Bank
- Patricia Lynch Associates
- Queens County District Attorney
- New York State Bar Association
- New York State Office for the Aging
- Ellis Hospital
- Horizon Wind
- Downtown Albany Business Improvement District
- Schenectady Metroplex Development Authority
- Behan Communications
- Holmes & Associates
- St. Pius X Parish
- New York State Funeral Directors Association



Steven Greenberg, Siena NY Poll Spokesman



Dr. Douglas Lonnstrom, Founding Director

Expertise

Under the direction of Dr. Don Levy, SRI's staff includes academically trained and real world tested researchers, programmers, data analysts, interviewers and problem solvers. Our academic location facilitates ready consultation with leading scholars in business, finance, marketing, political science, sociology, economics, history, computer science, health care and education. Our longstanding relationships with state leaders across all political and business sectors grounds our research, and our vibrant student workers provide fresh insights as well as boundless enthusiasm.



Dr. Don Levy, Director

Experience

Each and every month, SRI conducts Political, Economic, Social and Cultural Polls aimed at measuring and chronicling the fabric of life in New York State.

Political Tracking: The Siena New York Poll

SRI conducts the monthly Siena New York Poll, a “snapshot” poll of registered voters. Widely cited by print, electronic and broadcast media, the Siena New York Poll is firmly on the pulse of politics among New Yorkers.

Consumer Confidence

This monthly survey measures willingness to spend and is the only study of its kind in New York State. SRI also produces a quarterly report on consumer confidence in eight metropolitan areas- Albany, Binghamton, Buffalo, Mid- Hudson, New York City, Rochester, Syracuse and Utica. SRI's 10-year commitment to understanding New York's economy and the behavior of its consumers, has made our confidence releases must reading in all state business pages as well as by leading businesses and government agencies.

Independent Research

Among the current independent research conducted by SRI are:

- The Survey of U.S. Presidents • Siena New York Sport Poll • Life Satisfaction in New York
- The Social Capital Study of New York State • The Yearly Holiday Spending and Giving Study
- The Expert poll of First Ladies of the U.S.

SRI offers helpful guidance in quickly designing polls that produce information in whose accuracy we have confidence. The SRI team is a pleasure to work with — experienced, responsive, efficient.”

- Mark Behan, Behan Communications, Inc.

“We were very pleased that SRI was able to develop questions addressing critical issues, and that you were able to work with our very tight schedule. Thanks for developing and executing the project in a manner that more than satisfied our urgent need.”

John Castellano - Queens' District Attorney's Office

“Partnering with the Siena Research Institute for our New York State CEO survey was a valuable experience. The quality of the collection process, the analysis of the results and the delivery of the information was all professionally done. I am proud to have First Niagara associated with the Siena Research Institute.”

Thomas L. Amell - Regional President First Niagara

Capabilities

SRI's calling center is equipped with a computer assisted telephone interviewing system which allows our interviewers to accurately record responses onto our computer network as they conduct surveys or interviews. We utilize the most up-to-date industry statistical analysis programs. We are also equipped to conduct web, mail and email surveys.

Siena Research Institute subscribes to the Code of Professional Ethics and Practices of the American Association for Public Opinion Research (AAPOR).



Contact Information

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www.siena.edu/sri

About Siena College

Siena, a Catholic and Franciscan college, founded in 1937 by seven Franciscan friars, is an independent undergraduate liberal arts college located in Loudonville, New York, a suburban community just outside the state's capital.

