

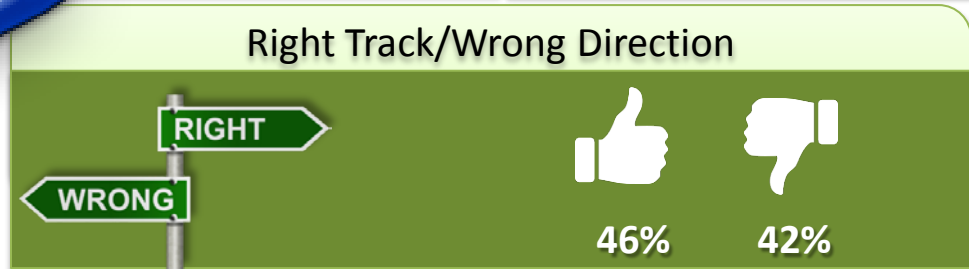
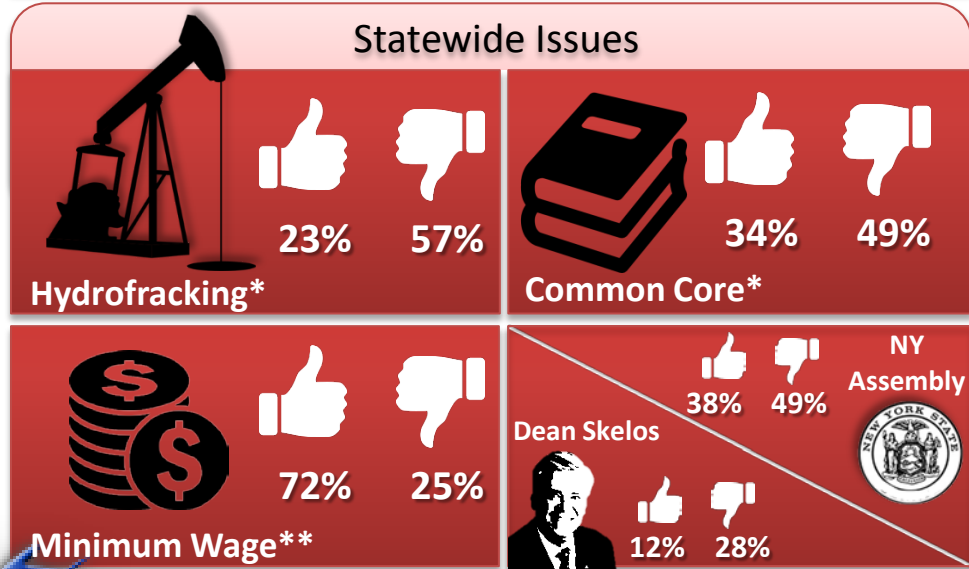
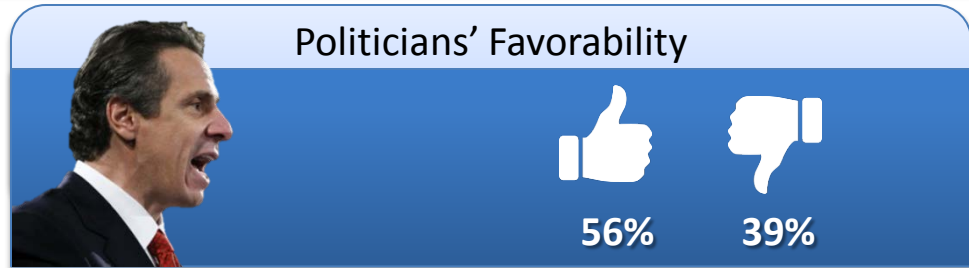


New York Independent System Operator

Dr. Don Levy

May 27, 2015

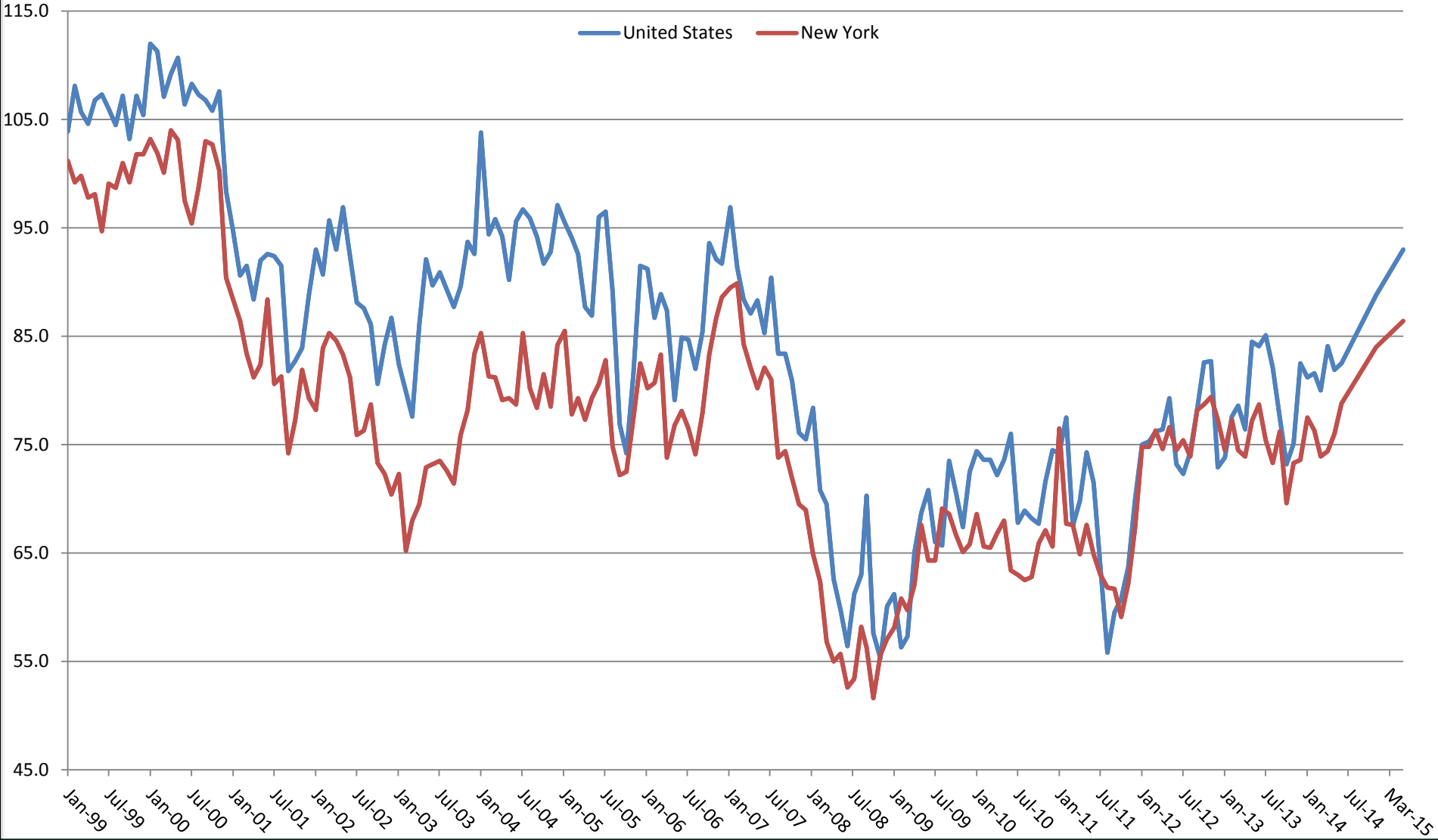
Monthly Political Poll



Siena Political Poll Apr 2015
 *Siena Political Poll Jan 2015
 **Siena Political Poll Jun 2014

Index of Consumer Sentiment

Index of Consumer Sentiment, U.S. and New York, 1999-Present



Social and Cultural Polls

**Civic
Health**



**Quality of
Life**



Health



**Leisure
Time**



Technology



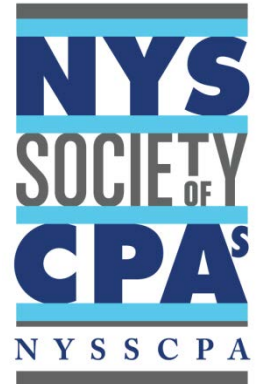
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WINNERS & LOSERS

WINNERS AND LOSERS

CITY & STATE

WINNER

Republican congressional House seats. At the state level, they won the Senate, while the Assembly major state Democrat and who lost extended Losers.

Don Levy – When the Siena Research Institute began releasing polls over a month ago showing state Senate Democrats trailing badly in key battleground races, party officials scoffed. When the pollster found Rep. Michael Grimm way ahead of Domenic Recchia, and Lee Zeldin beating Rep. Tim Bishop, and John Katko up by double digits over Rep. Dan Maffei, critics raised doubts about voter turnout models and tried to undercut Siena by dredging up examples of where it got it wrong. On Election Day, however, Siena and polling director Don Levy were 15 for 15 in picking the winners.



Reputation in the Media

The New York Times



Newsweek

THE WALL STREET JOURNAL



POLLSTER RATING



FiveThirtyEight

SRI was given the grade of 'A-' by FiveThirtyEight's pollster ratings for its election polling. SRI received a higher rating than its academically situated peers. FiveThirtyEight is a highly respected polling aggregation website created by analyst Nate Silver.

A-

The site is best known for election forecasts, including the 2012 presidential election in which FiveThirtyEight correctly predicted the vote winner of all 50 states.

Nate Silver



Methodology



SRI uses Random Digit Dial (RDD) and cell phone telephone sample



SRI specializes in conducting qualitative studies including follow-up interviews



Voxco is SRI's state-of-the-art computer-assisted telephone interviewer program



SRI has a dedicated administrator for Data Management/Analysis

Index of Consumer Sentiment: Formula

$$\text{ICS} = \frac{X_1 + X_2 + X_3 + X_4 + X_5}{6.7558} + 2.0$$

$$\text{ICC} = \frac{X_1 + X_5}{2.6424} + 2.0$$

$$\text{ICE} = \frac{X_2 + X_3 + X_4}{4.1134} + 2.0$$

Index of Consumer Sentiment: Data

Summary Index of Consumer Sentiment New York State

Results of telephone poll of 809 New York State residents in November 2014

	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Nov-14	Diff
Nation*																			
ICS*	77.6	78.6	76.4	84.5	84.1	85.1	82.1	77.5	73.2	75.1	82.5	81.2	81.6	80.0	84.1	81.9	82.5	88.8	6.3
ICC*	89.0	90.7	89.9	98.0	93.8	98.6	95.2	92.6	89.9	88.0	98.6	96.8	95.4	95.7	98.7	94.5	96.6	102.7	6.1
ICE*	70.2	70.8	67.8	75.8	77.8	76.5	73.7	67.8	62.5	66.8	72.1	71.2	72.7	70.0	74.7	73.7	73.5	79.9	6.4
NYS																			
ICS	77.3	74.5	73.9	77.2	78.7	75.4	73.3	76.2	69.6	73.3	73.6	77.5	76.3	73.9	74.4	76.0	78.8	84.0	5.2
ICC	76.9	77.3	76.6	78.8	80.7	79.2	78.8	78.4	73.5	74.3	74.3	80.0	77.7	74.7	77.7	79.6	84.9	84.9	0.0
ICE	77.6	72.7	72.3	76.1	77.4	73.0	69.8	74.7	67.2	72.7	73.2	75.9	75.4	73.5	72.3	73.7	74.9	83.4	8.5
Metro NYC																			
ICS	82.4	79.9	77.5	79.3	79.6	77.5	74.7	78.8	72.5	77.0	76.5	81.0	77.6	77.5	77.5	76.6	80.2	87.9	7.7
ICC	79.6	80.7	78.4	78.1	80.3	78.4	76.6	77.3	74.3	74.3	75.4	79.6	74.3	76.2	78.1	78.4	85.3	86.4	1.1
ICE	84.2	79.3	76.9	80.0	79.1	76.9	73.5	79.8	71.3	78.8	77.1	82.0	79.8	78.3	77.1	75.4	76.9	88.8	11.9
Outside Metro NYC																			
ICS	69.9	65.8	68.0	73.9	76.9	71.7	71.1	71.7	65.2	67.4	69.1	72.0	74.1	68.8	69.2	75.4	76.5	77.5	1.0
ICC	73.5	71.6	73.9	80.0	81.5	80.0	82.2	80.0	73.1	74.3	72.4	80.7	83.0	73.1	77.3	81.1	83.7	81.9	-1.8
ICE	67.6	62.0	64.2	70.1	74.0	66.4	64.0	66.4	60.1	63.0	66.9	66.4	68.4	65.9	64.0	71.8	71.8	74.7	2.9
Democrat																			
ICS	93.8	88.0	86.8	87.0	85.6	83.3	84.4	85.5	78.8	85.0	81.9	88.4	87.1	82.5	81.8	87.4	88.4	90.2	1.8
ICC	90.6	87.1	84.9	85.3	82.2	82.2	85.3	85.3	78.1	81.5	81.5	83.7	84.1	78.4	81.5	86.8	89.8	87.5	-2.3
ICE	95.8	88.5	88.1	88.1	87.8	83.9	83.9	85.6	79.3	87.3	82.2	91.5	89.0	85.1	82.0	87.8	87.6	91.9	4.3
Republican																			
ICS	58.7	63.9	59.7	71.1	68.9	65.8	64.8	66.4	61.1	68.8	61.5	71.9	64.2	67.7	67.6	68.6	69.2	75.1	5.9
ICC	61.4	69.7	64.4	78.1	80.7	74.7	74.3	72.4	68.2	73.5	67.1	81.1	71.6	76.9	80.3	78.8	81.1	80.0	-1.1
ICE	56.9	60.1	56.7	66.7	61.3	60.1	58.6	62.5	56.5	65.7	57.9	65.9	59.4	61.8	59.4	62.0	61.6	72.0	10.4
Age < 55																			
ICS	77.0	77.2	76.9	79.0	82.1	77.3	79.0	79.0	76.8	77.5	74.8	81.5	82.2	76.5	79.3	80.3	82.8	87.7	4.9
ICC	73.5	79.6	80.0	81.9	80.7	77.3	81.1	78.4	77.3	75.8	73.9	79.2	81.1	72.4	81.5	81.9	87.9	86.4	-1.5
ICE	79.3	75.7	74.9	77.1	83.0	77.4	77.6	79.3	76.4	78.6	75.4	83.0	83.0	79.1	77.8	79.3	79.6	88.5	8.9
Age > 55																			
ICS	77.8	72.5	71.6	75.9	76.3	73.9	70.5	74.5	65.6	70.7	73.2	74.5	73.1	72.0	71.7	74.2	76.9	79.0	2.1
ICC	80.0	75.8	73.9	76.6	80.7	80.3	77.7	78.8	71.3	73.1	75.0	80.3	75.4	76.2	76.2	78.8	83.4	83.0	-0.4
ICE	76.4	70.3	70.1	75.4	73.5	69.8	65.9	71.8	62.0	69.1	72.0	70.8	71.5	69.3	68.9	71.3	72.7	76.4	3.7

Business Leaders Study

Featured in:

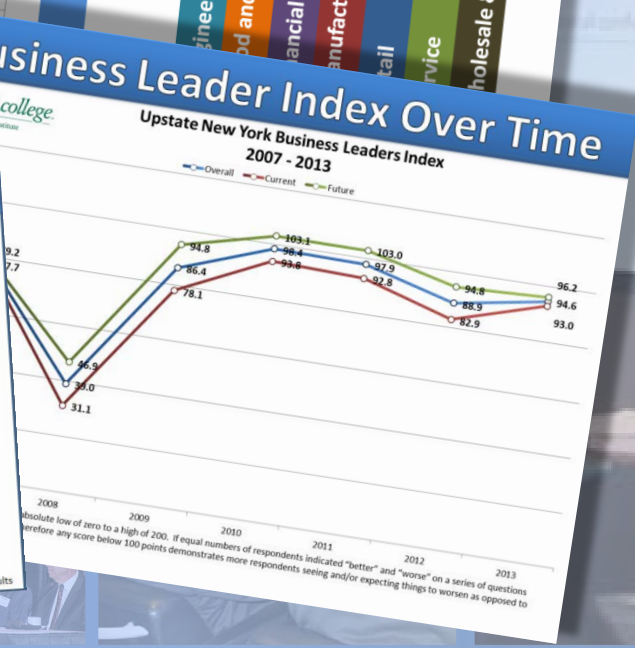
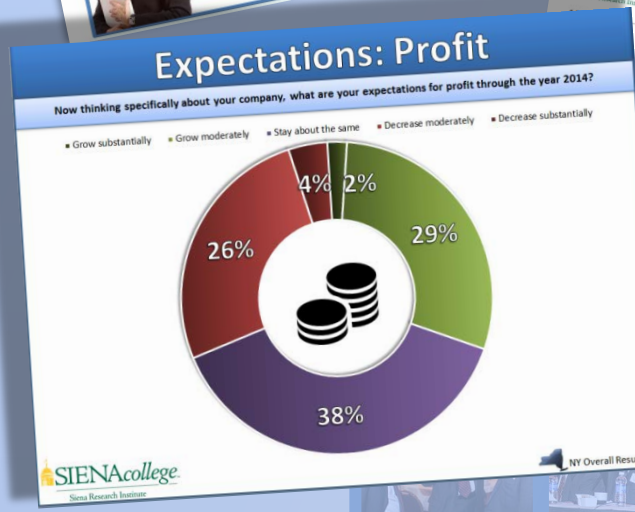


Business Leader Index: Cluster Analysis

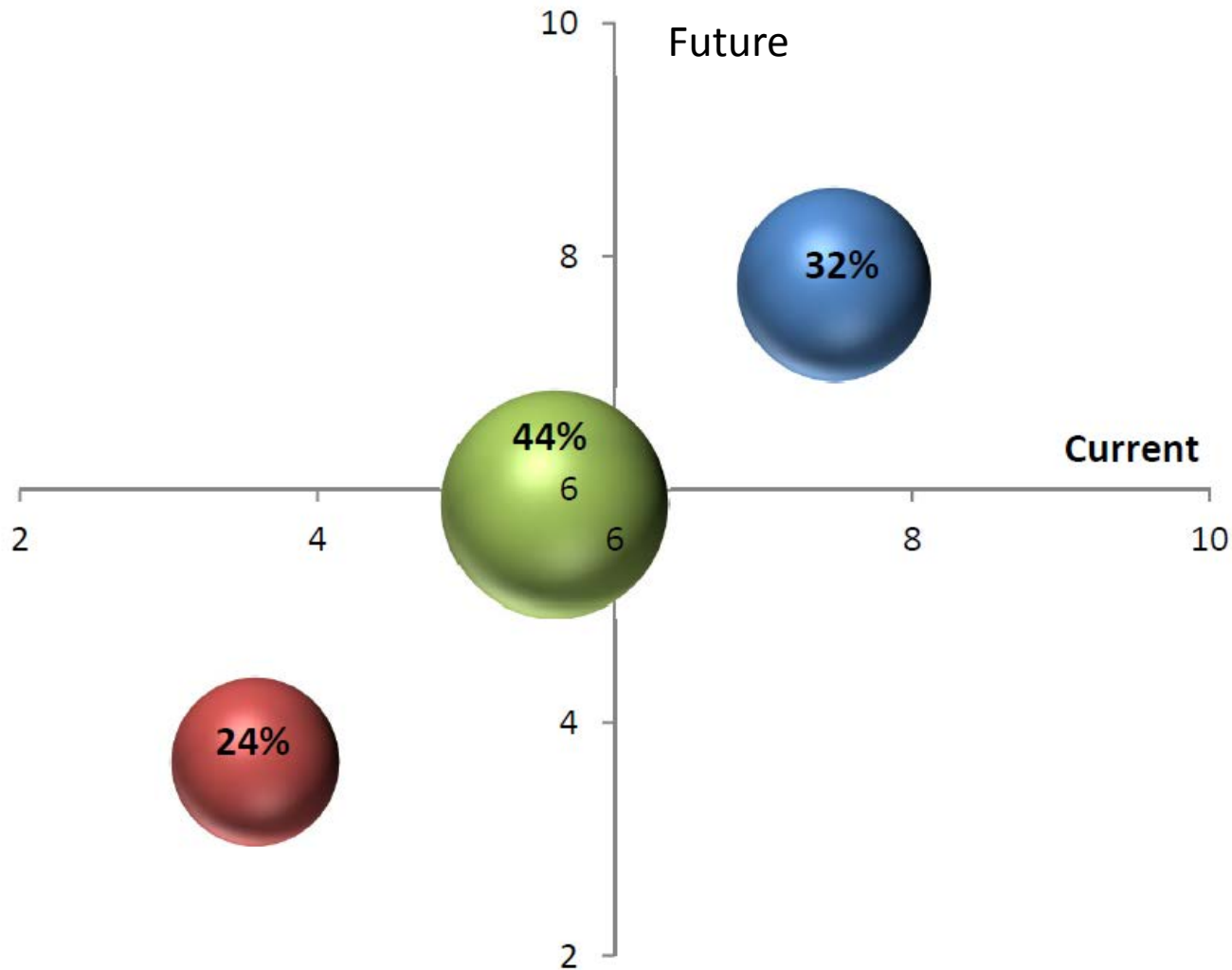
Optimistic 31%
 Business leaders in the optimistic group describe an economy in which they see improved conditions and expect better days ahead. 73% expect increasing revenues and 56% anticipate increasing profits. 63% will invest in fixed assets and 41% will enlarge their workforce.

Treading Water (Middle) 45%
 Business leaders in the middle group are treading water. They tend to feel as though the economy is stable but do not anticipate improving conditions. 39% expect increasing revenues and 25% anticipate increasing profits. 53% will invest in fixed assets and 27% will enlarge their workforce.

Pessimistic
 Business leaders in the pessimistic group feel as though conditions have worsened recently and expect further decline. Only 9% expect increasing revenues and 10% anticipate increasing profits. 37% will invest in fixed assets and 13% will enlarge their workforce.



Business Leaders: Cluster Analysis



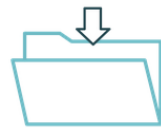
Survey Plan Summary

Name	Delivery	Completes Per Year	Overall Satisfaction Index
Customer Service Inquiry	Web, Phone <i>Ongoing</i>	1000	25%
Ongoing Performance Assessment	Web, Phone <i>Monthly</i>	200 to 250	25%
Annual Customer Survey	Web <i>Yearly</i>	400	40%
CEO Strategic Outreach Survey	Web <i>Twice per year</i>	30	10%

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Get Answers. Act Fast.



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Engaging customers and keeping them happy is what we do together.

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jetBlue

Qualtrics Survey: Scale Question



For the following questions we'll be using a grading scale to grade your overall level of satisfaction. Please select a grade between 1-10, where 1-6 indicates levels of dissatisfaction, and 7 through 10 indicates increasing levels of satisfaction.

Within the Shared Governance Meetings, please grade your overall level of satisfaction with each of the following:

	1	2	3	4	5	6	7	8	9	10	N/A
The Subject Material	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Interaction with Presenter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Interaction with Member Relations Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualtrics Survey: Open-end



What most influenced that grade for The overall content of www.nyiso.com, the NYISO website?

Characters

remaining: 500

What most influenced that grade for Connection, the NYISO's quarterly newsletter?

Characters remaining: 500

Real-Time Data Reporting

Initial Report | New Report

Copy Report... | Public Report... | Export Report

Show Filters... | Drill Down... | Completion Status: Completed

Questions

- 41. Are you a member of any of the following?
- 42. Which campus do you live on?
- 43. My current GPA is:
- 44. As of May 31, 2015, my age will be:
- 45. I would describe myself as:
- 46. I believe my family's total income last year (2013) was:
- 47. In general terms, how would you describe the political environment of the household in which you...
- 48. How much did Rutgers' reputation for civic engagement influence your decision to come here? Was i...
- 49. How much did Rutgers' specific accomplishments in the area of civic engagement influence your dec...

50. For each of the following, please indicate how much you agree or disagree with the statement

#	Question	Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly	Total Responses	Mean
1	In the future I will be able to find community service opportunities which are relevant to my interests and needs	759	953	441	78	41	2,272	1.98
2	I have a lot to learn about local or national events	767	877	431	146	51	2,272	2.05
3	It is difficult for me to relate to people of different races or cultures	103	261	425	669	814	2,272	3.81
4	It is important to me to find time to make a positive difference in my community	718	876	536	106	36	2,272	2.06
5	I like to discuss and think about how larger issues affect my own community	611	835	604	166	56	2,272	2.22
6	I have a strong attachment to my community	365	737	786	287	97	2,272	2.57
7	I do not spend much time with people outside of my immediate circle of friends	269	700	539	543	221	2,272	2.89
8	I have a responsibility to improve the world in which I live	951	859	359	70	33	2,272	1.84

Track responses by individual question

34. I think the college does an appropriate job of informing students of all the ways they can be eng...

#	Answer	Response	%
1	Strongly agree	280	12%
2	Agree	1,138	50%
4	Disagree	734	32%
5	Strongly Disagree	120	5%
Total		2,272	100%

NYISO Website: Customer Satisfaction Score Index

Old Site

New Site



Survey & Performance Data

Current Satisfaction Index - R12M*
84.0

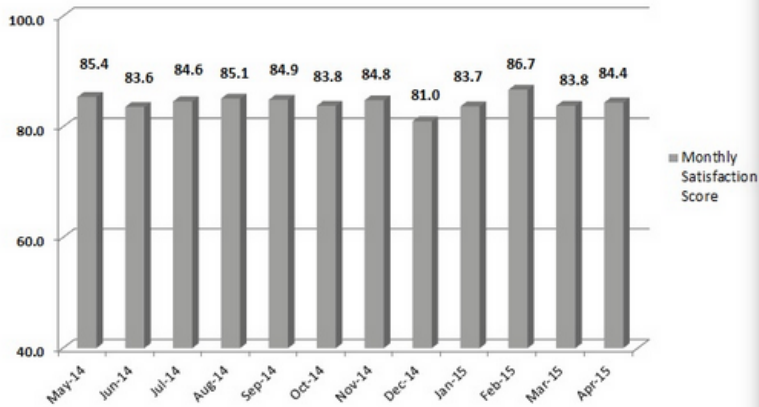
More S
[Annual C](#)
[Customer](#)
[Ongoing I](#)
[CEO Strat](#)

Current Satisfaction Index - R12M*
84.0

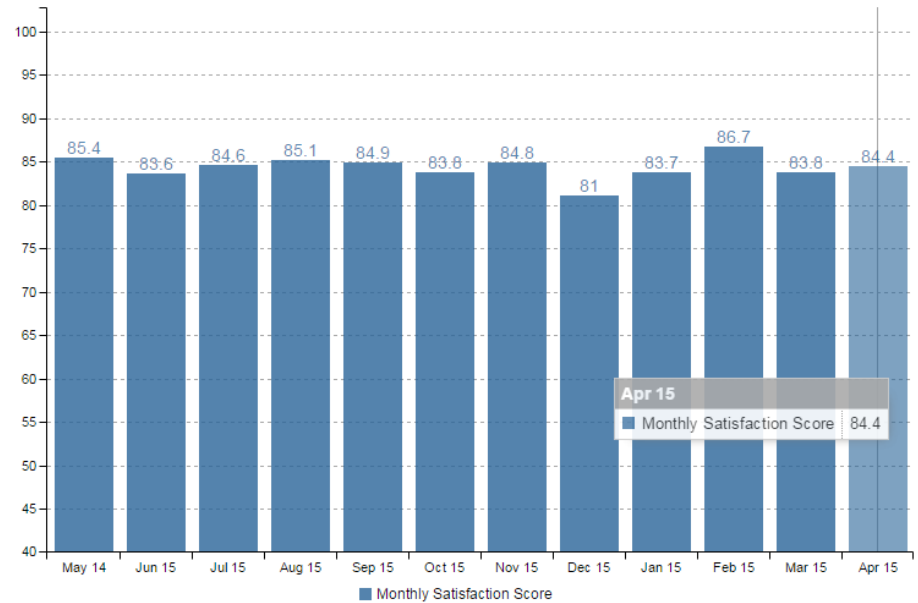
Customer Satisfaction Score Index*

*R12M = 12-month score, which includes survey data from the previous 12 calendar months.

Customer Satisfaction Index | Trending Monthly



Customer Satisfaction Index - Trending Monthly



NYISO Website: Customer Satisfaction Score Index



Survey & Performance Data ▾

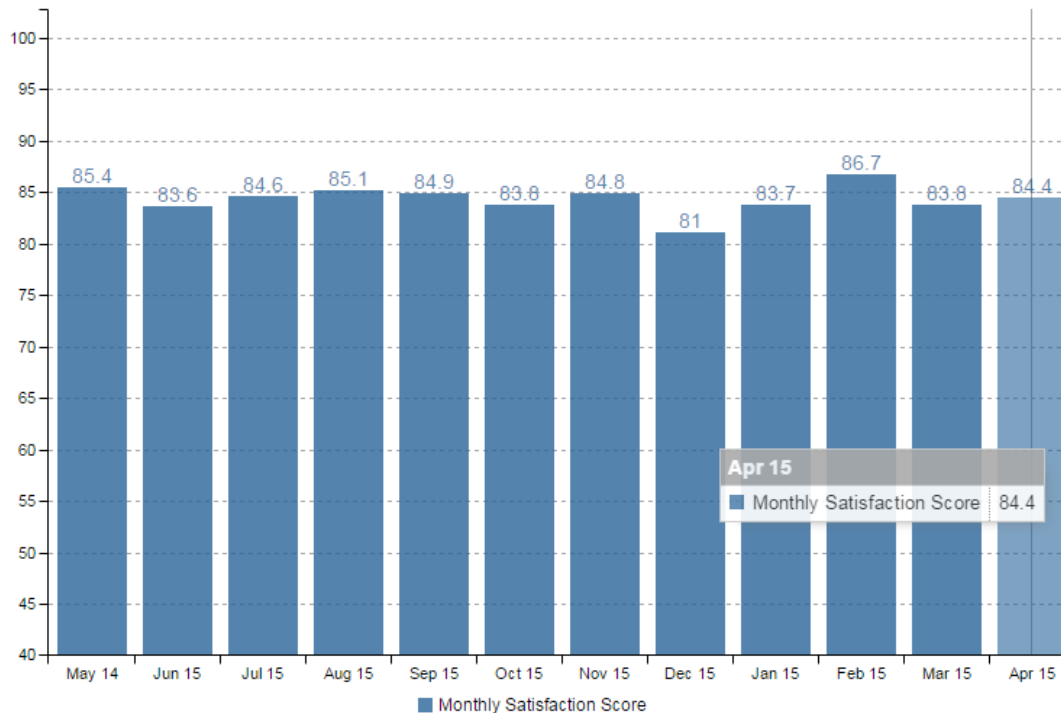
Customer Satisfaction Score Index*

*R12M = 12-month score, which includes survey data from the previous 12 calendar months.

Current
Satisfaction
Index - R12M*

84.0

Customer Satisfaction Index - Trending Monthly



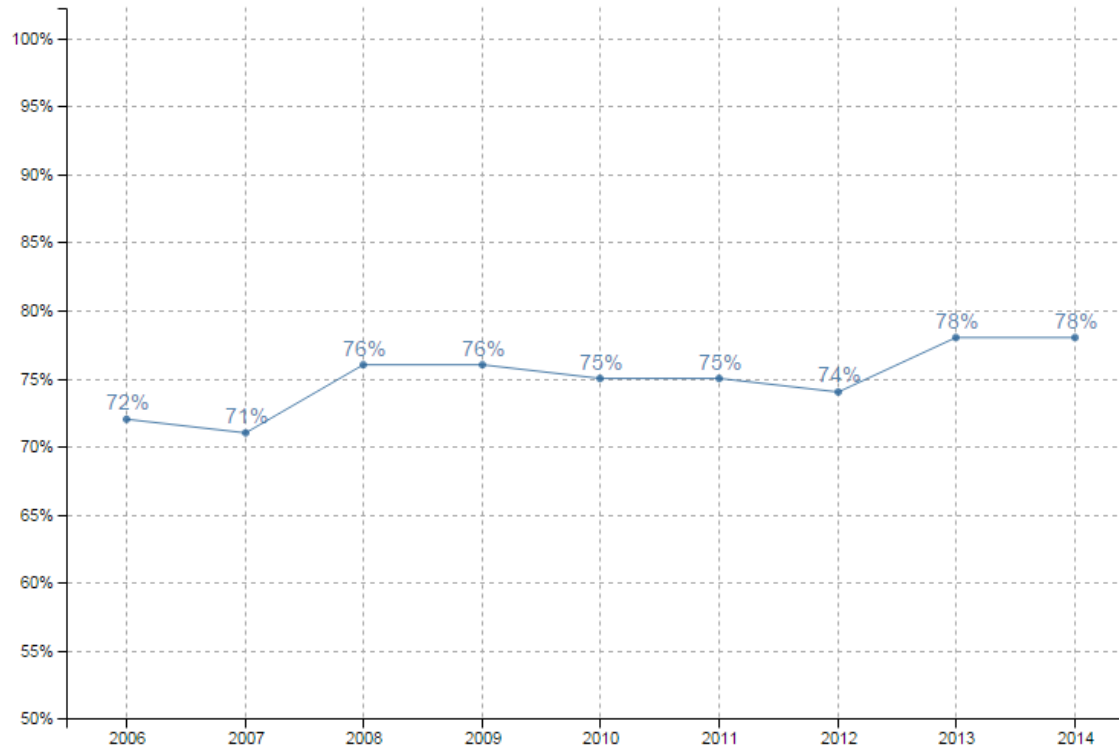
Info popup
on cursor
hover

NYISO Website: Annual Customer Opinion Survey



Survey & Performance Data ▾

Annual Customer Opinion Survey*



Key Performance Indicators

Year	Satisfaction Score	Sample Size	Count Respondents	Participation Rate YTD
2014	78%	1654	424	26%

NYISO Website: Customer Inquiry Survey

Customer Inquiry Survey*

Key Performance Indicators

Satisfaction Score Previous Month	Satisfaction Score Current Month	Change	Satisfaction Score R12M*	Surveys Completed Previous Month	Surveys Completed Current Month	Participation Rate R12M*
99.9	97.6	2.3	96.4	117	9	13%

Detailed Summary

Sector	Satisfaction Score Previous Month	Satisfaction Score Current Month	Change	Satisfaction Score R12M*	Surveys Completed Previous Month	Surveys Completed Current Month	Participation Rate R12M*
Public Power	98.7	n/a	-1.5	97.9	6	n/a	11%
End Use Consumer	100.0	n/a	n/a	92.7	4	n/a	17%
Transmission Owner	98.3	n/a	1.6	96.7	13	n/a	17%
Generation Owner	94.6	100.0	5.4	97.1	14	2	14%
Other Supplier	96.2	99.7	3.5	97.5	80	7	13%

NYISO Website: Ongoing Performance Assessment

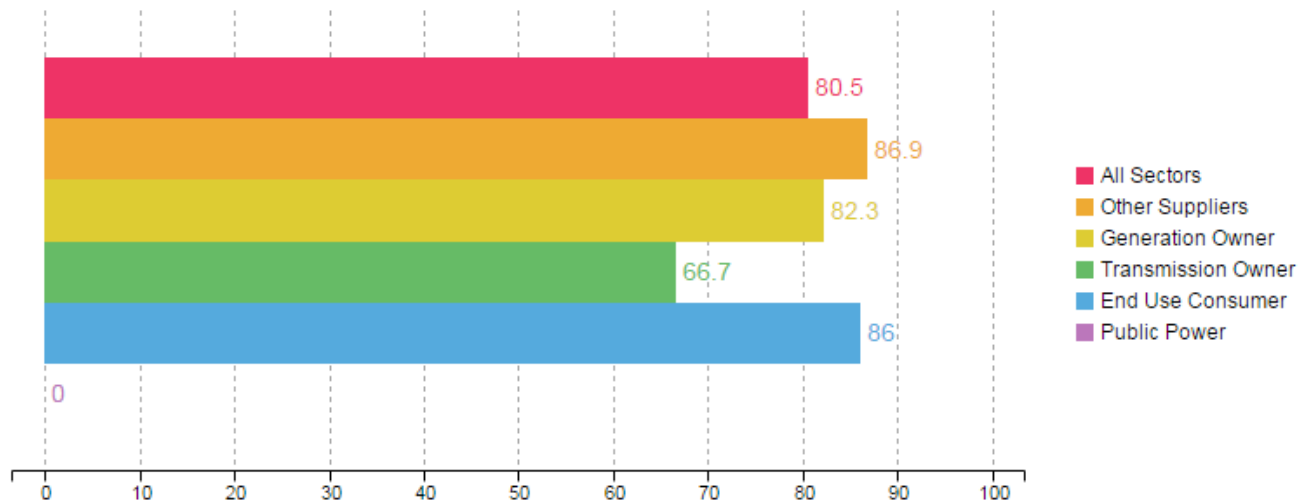


Survey & Performance Data ▾

Ongoing Performance Assessment*

Sector Affiliation

Satisfaction Score Current Monthly



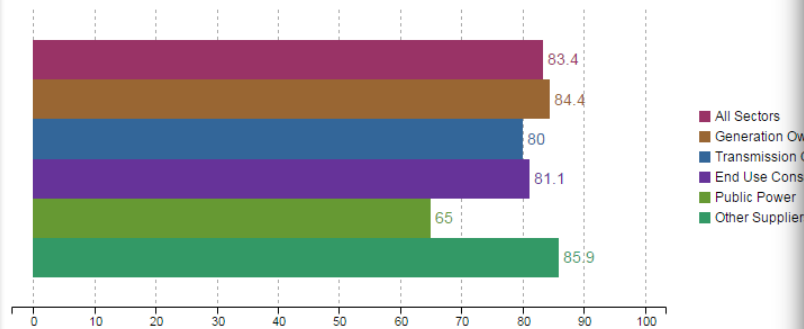
Key Performance Indicators

Satisfaction Score Previous Month	Satisfaction Score Current Month	Change	Satisfaction Score R12M*	Surveys Completed Previous Month	Surveys Completed Current Month	Participation Rate R12M*
91.2	80.5	-10.7	82.7	26	14	14%

NYISO Website: CEO Strategic Outreach Survey

CEO Strategic Outreach Survey*

Sector Affiliation
Satisfaction Score Current R12M*



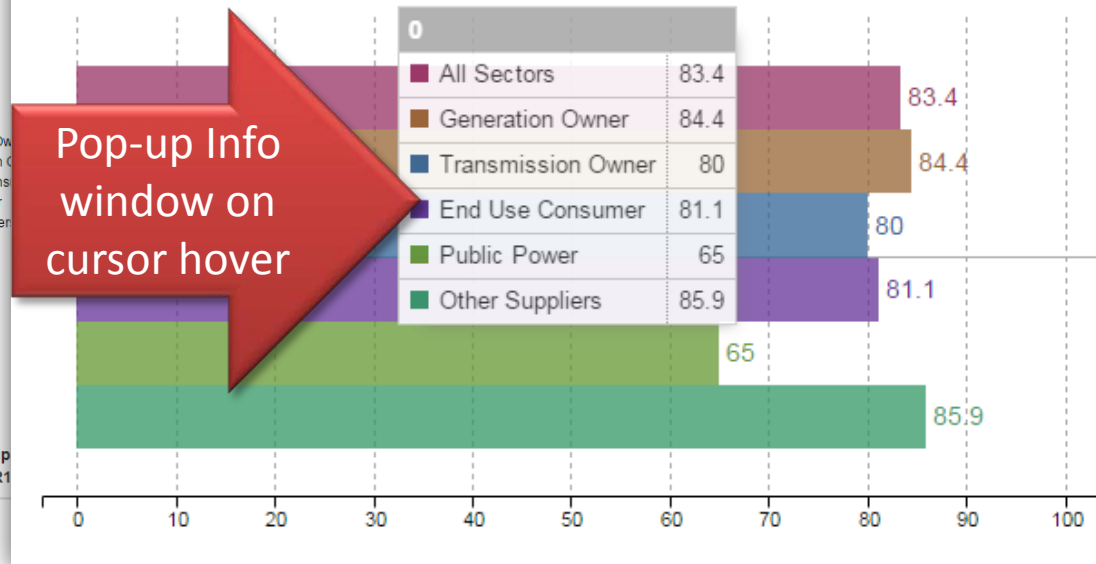
Key Performance Indicators

Satisfaction Score Previous Month	Satisfaction Score Current Month	Change	Satisfaction Score R12M*	Surveys Completed Previous Month	Surveys Completed Current Month	Participation Rate R12M*
82.8	78.0	-4.8	79.3	n/a	12	11%

CEO Strategic Outreach Survey*


Sector Affiliation

Satisfaction Score Current R12M*




Pop-up Info window on cursor hover

Suggestions for Survey Improvement

- 
- Improve method of contact
 - Reduce contact attempts

- 
- Transform sample of monthly/annual survey questions

- 
- Informed rollout of new process to panelists
 - Show panelists that it is in their interest to respond

- 
- Reevaluate what you are trying to learn from your survey and score

- 
- Rewrite survey questions

- 
- Improve construction of the score

Where Do We Go From Here

Enhanced Reliability

- Increasing Response Rates
- Explain importance of surveys to the sample
- Clarification and enhancement of instruments

Enhanced Validity

- Review of any systemic confusion between satisfaction/performance
- Review any over-inclusion of individual respondents
- Review the underlying variable of interest and suggest enhanced survey questions that will yield not only an overall score but meaningful sub-indicators