Survey Practice This Month

The December issue starts with a question that was raised last month. David Moore posted an article that described the mystery of the convergence of polls in the week prior to the presidential election. We asked a number of survey and polling researchers to comment on the issue and many responded. In addition, David summarizes the responses and raises additional concerns. We also have a psephological analysis of the exit poll results from Robert Worcester.

Three articles this month focus on methods to improve surveys. Panel surveys have many challenges in tracking participants. The article by Linda Kimmel and Jon Miller contains useful advice on methods to track panel respondents. Denise Cobb and her colleagues describe their research with race matching for telephone interviews. And, the article by Rita Thissen and others demonstrates the use of technology to improve survey quality.

Coming next month – Survey Practice will publish another article on the viability of the list-assisted 100-series RDD samples.

As always, we welcome your comments on Survey Practice.

The Editors

John Kennedy         Diane O’Rourke
David Moore          Andy Peytchev