HOW POLLS ARE REALLY CONDUCTED

DAVID MOORE
GALLUP ORGANIZATION
TYPES OF SURVEYS

- CENSUS
- SAMPLE
POPULATION VS. SAMPLE
TYPES OF SAMPLES

- CONVENIENCE
- JUDGMENT
- PROBABILITY
TYPES OF PROBABILITY SAMPLES

- PURE RANDOM
- SKIP INTERVAL
- STRATIFIED
- CLUSTER
- QUOTA
SAMPLING ERROR

- BASIC FORMULA
- DESIGN EFFECTS
MARGIN OF ERROR =

$$\pm 1.96 \sqrt{\frac{P(1-P)}{N-1}}$$

P = .5; Margin of Error = ± 3.0

P = .2; Margin of Error = ± 2.5

P = .05; Margin of Error = ± 1.4
NON-RESPONSE ERROR

- SAMPLING FRAME
- REFUSALS / NO ANSWERS
- DATA COLLECTION ERRORS
- QUESTION WORDING/CONTEXT

Last slide is missing
MODE OF INTERVIEWING

- IN-PERSON
- TELEPHONE
- MAIL
- COMPUTER-ASSISTED