

1. Record Nr.	UNINA9910830972703321
Titolo	Elections and exit polling [[electronic resource] /] / [edited by] Fritz J. Scheuren, Wendy Alvey
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	1-281-74432-8 9786611744328 0-470-39945-7 0-470-39944-9
Descrizione fisica	1 online resource (333 p.)
Altri autori (Persone)	ScheurenFritz AlveyWendy
Disciplina	303.38 324.973
Soggetti	Exit polling (Elections) Voting research Election forecasting - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
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Sommario/riassunto

""An understanding of the relationship between the product and the process in election polling is often lost. This edited volume unites ideas and researchers, with quality playing the central role.""--J. Michael Brick, PhD, Director of the Survey Methods Unit, Westat, Inc. Elections and Exit Polling is a truly unique examination of the specialized surveys that are currently used to track and collect data on elections and voter preferences. Employing modern research from the past decade and a series of interviews with famed American pollster Warren Mitofsky (1934-2006), this volume p
