



Midwest Association for Public Opinion Research

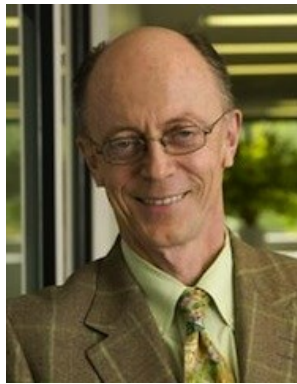
MAPOR 2015 Webinar Series

Join us for MAPOR's Methods and Substance Webinar Series! For the first presentation of the series, Colm O'Muircheartaigh will provide participants with invaluable advice on the use of address based sampling in single and multi-mode surveys.

Single and Multi-mode Surveys using Address-Based Sampling: Past, Present, and Future

Colm O'Muircheartaigh

University of Chicago Harris School of Public Policy and NORC at the University of Chicago



The webinar will present an overview of address-based sampling (ABS) for survey design within its historical context with discussion of current methods. Emphasis will be given to the typical and specialized challenges encountered in ABS surveys in real-world situations, including current web-based methods. The webinar will present the following themes: historical context with traditional listing and random-digit dial surveys; an introduction to address-databases including the United States Postal Service delivery sequence file (CDS or CDSF) and its vendors; the importance of geographic information systems (GIS) and geocoding; the coverage properties of lists; costs and benefits of enhancing commercial databases; examples of ABS and the DSF in survey research including NORC studies, the American Community Survey, and the Amerispeak panel; challenges of ABS including rural areas, invisible boundaries for local area samples, telephone matching, drop points, community samples, and targeted minority samples; the use of the web mode.

September 24th at 12pm central time

ADMISSION:

\$10 for students, \$40 for non-student MAPOR members, \$50 for non-members

Register online at <http://www.mapor.org/WebinarRegistration.html>