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Title: Alternative Approaches to Survey Data Collection for the National Election Studies

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Abstract

The 1982 National Election Study used two distinct survey techniques: (1) Traditional household sampling with face-to-face personal interviewing and (2) RDD sample of telephone households with computer assisted telephone interviewing. Shanks, Sanchez and Morton find modest, but significant, differences between the two methods in the distribution of respondent social characteristics. However, much of this difference disappears once analysis is restricted to those who actually voted in 1982. Differences also exist between the two methods in the distribution of political interests and opinions. However, these differences are again modest and attenuated when only actual voters are considered. With regard to ideological direction, significant differences exist in individual seven-point scales, but the direction of these differences does not follow a consistent pattern.