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## THE VOTER'S GUIDE TO ELECTION POLLS, Sixth Edition

Michael W. Traugott and Paul J. Lavrakas

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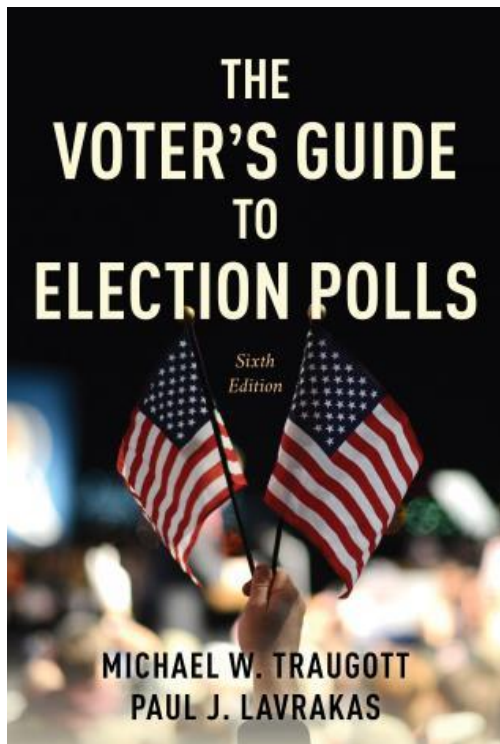
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### About the Book

Everything you need to know about election polls can be found in this compact, conversational, and current volume. When it comes to tapping the public's opinion on candidates and issues at the ballot box, the stakes are high. Acclaimed scholars Michael W. Traugott and Paul J. Lavrakas—who also have regularly conducted polls, not just studied them—cover the latest technologies used for data collection and data analysis, including internet polls, as well as how polls are used in campaigns and media organizations.

### About the Authors

**Michael W. Traugott**, Ph.D., is a political scientist and survey methodologist. He is professor emeritus at the University of Michigan. He has served as the president of the American Association for Public Opinion Research (AAPOR) and the World Association for Public Opinion Research.

**Paul J. Lavrakas**, Ph.D., is a research psychologist and methodological research consultant. He was the founding faculty director of survey centers at Northwestern and Ohio State universities and a chief methodologist for Nielsen Media Research, as well as former president of the AAPOR.

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### Praise for the Book

"This highly accessible guide offers a comprehensive overview of the good, the bad, and the ugly of election polling. The book clearly explains foundational concepts necessary to understand current controversies in political polling. It is a classic source for any course in public opinion or campaigns and elections. Traugott and Lavrakas's years of experience shine through these pages."  
— **D. Sunshine Hillygus, Duke University**

"*The Voter's Guide to Election Polls* is an accessible text that stands as a valuable resource for anyone interested in understanding how polling works and the role it plays in informing electoral politics. It is notable that the authors discuss essential terminology and concepts using timely examples that help readers make connections to modern electoral politics while also illuminating the practice of survey research generally, since it has applications beyond the political sphere."  
— **Amy Sue Goodin, University of Oklahoma**

"In a political environment where anyone can run a 'poll,' public trust in survey research has declined. *The Voter's Guide to Election Polls* offers a comprehensive review of survey research and practice in a way that is accessible and useful to consumers of polls. Traugott and Lavrakas's book is a powerful tool to clarify misconceptions about the science of polling, especially in the context of political campaigns."  
— **Thessalia Merivaki, Mississippi State University**

"The authors present a clear guide to recent advances in survey research and polling as well as the many societal changes. Mike and Paul—now in their sixth edition of this very useful book—are world-class experts who have vast professional experiences related to the issues they discuss."  
— **Gerald M. Kosicki, The Ohio State University**

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