



*Southern Association for Public Opinion Research*

## A DECADE IN REVIEW

### 2ND ANNUAL MID-YEAR EVENT

This year, SAPOR will hold its 2nd Annual Mid-Year Event on Thursday, March 25, at the Sheraton Atlanta Hotel in downtown Atlanta, Georgia.

A short course will be presented from 2:00–5:00 P.M. A cocktail reception will follow from 5:00–6:00 P.M., featuring an open bar, hors d'oeuvres, and musical entertainment; and a keynote speaker will discuss the decade's most important methodological advances in survey research from 6:00–7:00 P.M.

SAPOR is the southern chapter of the American Association for Public Opinion Research (AAPOR). It is the leading professional organization for survey researchers in the South.

### SHORT COURSE

#### **Address-Based Sampling: Merits, Design and Implementation, and Review of Case Studies**

Mansour Fahimi, Ph.D., Vice President of Statistical Research Services, Marketing Systems Group

Increasingly, researchers are adopting address-based sampling (ABS) methodologies to reach the general public for survey administration and related commercial applications. During this short course, we will examine some of the key reasons for this emerging trend, discuss advantages and disadvantages of ABS, evaluate the computerized delivery sequence (CDS) file of the U.S. Postal Service for construction of sampling frames, and review a number of recent studies that have relied on ABS for sampling and survey administration. Moreover, enhancements of the CDS will be discussed.

#### **Who Should Attend This Short Course:**

Researchers who deal with studies where complete coverage and proper representation of the target population are among non-negotiable features of a sample design, researchers looking for innovative sampling alternatives to improve coverage and response rates by employing multi-mode data collection methods, and all other researchers and students who want to stay abreast of the latest developments in survey research.

### KEYNOTE ADDRESS

#### **The Decade's Most Important Methodological Advances in Survey Research**

Mario Callegaro, Ph.D., Survey Research Scientist, Quantitative Marketing Team, Google, Inc.

During the past 10 years, the field of survey research has been transformed by a number of important methodological advances. It is no coincidence that during this time, three U.S. university programs established a Ph.D. in survey research, subsequently graduating 20–25 students with doctorates in survey research, and publications in survey research flourished with the introduction of new journals and many new books printed nationally and internationally. In this talk, Dr. Callegaro will offer a critical review of the decade's most important advances in survey research, providing a look at what the next decade might hold, with particular emphasis on the theoretical aspects of survey methods.

### REGISTRATION

To register for this event, please visit the SAPOR website at <http://www.southernassociationforpublicopinionresearch.org/>