

**Website : [www.statetimes.in](http://www.statetimes.in), Email: [statetimes1@gmail.com](mailto:statetimes1@gmail.com)**

The 'exit polls' will continue to remain far from the ground realities as long as the pollsters fail to maintain strict professional standards, adhere to transparent methodologies, don't rely on media coverage, ignore astrological predictions and have clear communication with respondents to earn their trust and confidence. The pollsters have to detach themselves from the hospitality extended by political parties and their potential clients in the media. They should also desist to remain confined to the cocoon of 'own people' and diversify sources of polling and ensure a range of perspectives that contribute to understanding the voter pulse.