

SURVEY METHODOLOGY

Greenberg Quinlan Rosner designed and administered this telephone survey conducted by professional interviewers. The survey reached 852 adults, 18 years or older, who indicated that they are registered and plan to vote in the November 2008 presidential election. The survey was conducted August 20-26, 2006.

Respondents were randomly selected from a list of registered voters. The sample was stratified by county. Quotas were assigned to reflect the expected contribution of these areas to the total vote in the general election. The data were weighted by gender, age, race, education, region and party identification to ensure an accurate reflection of the population. The sample size with these weights applied is 852.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if a response to a given question to which all respondents answered was 50%, we could be 95% confident that the true percentage would fall within plus or minus 3.4% of this percentage or between 46.6% and 53.4%. The table below represents the estimated sampling error for different percentage distributions of responses.

Sampling Error By Percentage
(at 95 in 100 confidence level)

		PERCENTAGES NEAR								
		<u>10</u>	<u>20</u>	<u>30</u>	<u>40</u>	<u>50</u>	<u>60</u>	<u>70</u>	<u>80</u>	<u>90</u>
SAMPLE SIZE										
	850	2.0	2.7	3.1	3.3	3.4	3.3	3.1	2.7	2.0
	800	2.1	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.1
	700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
	600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
	500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
	400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
	300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
	200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
	100	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9