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Poll methodology

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The telephone poll consisted of a random sample of 1,443 Texas adults, including 1,072 registered voters, of whom 629 were classified as 'likely voters.' It was conducted for a consortium of Texas newspapers by Blum & Weprin Associates Inc. Sept. 15-22.

The sample included both land-line and cell phone numbers. The land-line sample was based on a random-digit dial design, which draws numbers from all existing land-line telephone exchanges in Texas, giving all land-line phone numbers, listed and unlisted, a proportionate chance of being included.

The land-line sample was supplemented by a probability sample of cell phone numbers in the state. Land-line respondents were randomly selected in the household. Respondents were screened for voter registration and for likelihood of voting, based on intention as well as on past voting behavior. Respondents were offered the option of a Spanish questionnaire.

The overall sample results for adults were weighted demographically and geographically to U.S. census data.

The estimated average sample tolerance for data from the survey is plus or minus 3 percent for the 1,072 registered voters and plus or minus 3.9 percent for the 629 likely voters at the 95 percent confidence level. That is, the chances are about 19 out of 20 that if all households with telephones were surveyed with the same questionnaire, the results of the complete census would not be found to deviate from the poll findings by more than 3 percentage points for registered voters or 3.9 points for likely voters. Sampling error for subgroups is higher.

Sampling is only one source of error. Other sources of error may include question wording, question order and interviewer effects.

— Blum & Weprin Associates

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