

METHODOLOGY

The survey was conducted using an established automated polling methodology. For 90% of the sample calls were placed to randomly-selected phone numbers through a process that insures appropriate geographic representation. 10% of the sample was conducted via online surveys of those individuals who use a cell-phone as their primary telephone. After the calls and on-line surveys are completed, the raw data is processed through a weighting program to insure that the sample reflects the overall population in terms of age, race, gender, political party, and other factors. The processing step is required because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older people are home more and answer more than younger people, and rural residents typically answer the phone more frequently than urban residents.

The population targets were based upon census bureau data, a series of screening questions to determine likely voters, and other factors. Pulse Opinion Research determines its partisan weighting targets through a dynamic weighting system that takes into account voting history, national trends, and recent polling.