



On August 30, 2011 Pulse Opinion Research conducted a survey of 1,000 likely voters in New Jersey.

The margin of sampling error for the full sample is +/- 3% percentage points with a 95% level of confidence. This means that an identical survey conducted under the same circumstances would generate a result within the margin of sampling error 19 times out of 20.

The survey was conducted using an established automated polling methodology. Calls were placed to randomly-selected phone numbers through a process that insures appropriate geographic representation. To reach those who have abandoned traditional landline telephones, Pulse Opinion Research uses an online survey tool to interview randomly selected participants from a demographically diverse panel. After the calls 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.

When disclosing survey results customer is free to release survey under their own name. When releasing survey under Pulse Opinion Research the following language must be used:

“The telephone survey of 1000 Likely Voters in New Jersey was conducted by Pulse Opinion Research on August 30, 2011. Pulse Opinion Research, LLC is an independent public opinion research firm using automated polling methodology and procedures licensed from Rasmussen Reports, LLC.”

Pulse Opinion Research does not comment on any survey work commissioned by clients. All media inquiries concerning the survey should be directed to Terry Golway at Kean University at (908)-737-5989.

For additional information, see www.PulseOpinionResearch.com