Survey Methodology [NJ Likely Voters]: 09/20/11 thru 09/28/11

Zogby International was commissioned by [Richard Stockton College] to conduct a several telephone surveys of likely voters.

Phone lists are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to 6 calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. Margins of error are higher in sub-groups.

Region	Questions	Sample	Weights	MOE +/-
1st LD	27	600	age, race, party, gender	4.1
2nd LD	29	600	age, race, party, gender	4.1
3rd LD	27	600	age, race, party, gender	4.1
9th LD	27	600	age, race, party, gender	4.1

SAMPLING
The majority of telephone lists for polls and surveys are produced in the IT department at Zogby International. Vendor-supplied lists are used for regions with complicated specifications, e.g., some Congressional Districts. Customer-supplied lists are used for special projects like customer satisfaction surveys and organization membership surveys.

telephone, as needed.
The resulting list is loaded into the CATI application and the randomize function within the C
is run to further assure a good mix for the telephone list.

INTERVIEWING
Interviews are conducted at Zogby International by professional interviewers trained on our c
assisted telephone interviewing (CATI) computer system. A policy requiring one supervisor
than twelve interviewers is used. The sample management module of the CATI system gives
prospective respondent households in the source telephone list the same chance of joining the
Regional quotas are employed to ensure adequate coverage nationwide.

WEIGHTING
Reported frequencies and crosstabs are weighted using the appropriate demographic profile to
sample that best represents the targeted population from which the sample is drawn. The pro
comprising the demographic profile are compiled from historical exit poll data, census data, a
Zogby International survey data.

of a population, the sampling error would be zero. There are other sources of possible error in survey research such as sample design error and measurement error.