

## **Survey Methodology NJ 1<sup>st</sup> CD Likely Voters**

Zogby International was commissioned by Richard Stockton College to conduct a telephone survey of likely voters.

The sample is 400 interviews with approximately 18 questions asked from 9/21/10 to 9/23/10. Samples 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 are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies<sup>1</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>2</sup> Weighting by *age, race and gender* is used to adjust for non-response. Margin of error is +/- 5.0 percentage points. Margins of error are higher in sub-groups.

## **Survey Methodology NJ 2nd CD Likely Voters**

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## **SAMPLING**