

## UMass Lowell/7News

### Daily Tracking Poll of New Hampshire Voters

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See <http://uml.edu/polls> for full questionnaire/topline results.

Do you have a question about this poll? If so, tweet @UML\_CPO and we'll get back to you.

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#### **METHODOLOGY**

Abt SRBI conducted the New Hampshire Statewide Tracking Poll on behalf of the University of Massachusetts Lowell. The poll included telephone interviews with a representative sample of target size  $n = 467$  New Hampshire registered voters (RVs) every night over the course of 10 nights. Telephone interviews were conducted by landline (target size  $n=250$  RVs each night) and cell phone (target size  $n=217$  RVs each night). Interviewing was conducted from Jan. 29 to Feb. 7, 2016.

##### **Sampling**

The sample design was a random digit dialed sample of cell phone numbers and landline numbers with a New Hampshire telephone exchange. This sample design is referred to as a “dual-frame” because it includes cell phones and landlines.

The landline frame is constructed by compiling all New Hampshire telephone exchanges that are classified as providing regular telephone service. The frame is referred to as “list-assisted” because a complete file of directory-listed residential numbers is used to remove 100-banks from the frame if they contain zero residential listings. The remaining 100-banks are “working” and used to enumerate all the telephone numbers within the bank from which a sample is drawn. All landline numbers (directory-listed and unlisted) in the working banks are eligible to be randomly dialed. Telephone numbers known to belong to businesses are removed.

The cellular telephone frame begins with 1,000-blocks constructed from exchanges that provide cellular telephone service. The frame of 1,000-blocks is then expanded to the 100-block level to identify and remove “mixed use” 100-blocks, or those that include landline numbers. The result is a sampling of cellular 100-blocks that is mutually exclusive of the list-assisted RDD sampling frame described above.

For the landline sample, interviewers were asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cell sample, interviews were conducted with



## Margin of Error

The margin of error for an estimate is a measure of uncertainty that reflects the fact that the estimate is derived from a sample drawn from the population. If one were to draw a second sample in the exact same manner, the estimate would be different from the first simply to the fact that the sample contains different members of the population. A third