

Methodology

Massachusetts U.S. Senate Registered Voter Poll

Prepared by Princeton Survey Research Associates International

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Results for the Massachusetts U.S. Senate Registered Voter Poll are based on telephone interviews with a random sample of 505 Massachusetts registered voters. Telephone interviews were conducted by landline (335) and cell phone (170, including 46 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from December 1-6, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error

represent all adults in the Massachusetts who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

Contact Procedures

Interviews were conducted from December 1-6, 2011. As many as seven attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each phone number received at least one daytime call when necessary.

For the landline sample, interviewers 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. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing.

For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey.

All cooperating respondents from both samples were asked about their voter registration status. Registered voters continued with the full interview. People who said they were not registered to vote, or were uncertain about their registration status were only asked demographic questions for weighting purposes.

WEIGHTING AND ANALYSIS

Weighting is generally used in su

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This first-stage weight for the i^{th} case can be expressed as:

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Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
<u>Gender</u>			
	Male	48.8	44.9
	Female	51.2	55.1
<u>Age</u>			
	18-24	12.6	9.2
	25-34	15.7	11.8
	35-44	18.2	15.5
	45-54	20.5	17.6
	55-64	13.5	

RESPONSE RATE

Table 2 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible sample that was ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:³

- Contact rate – the proportion of working numbers where a request for interview was made⁴
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the land line samples was 11 percent. The response rate for the cellular samples was 13 percent.

³ PSRAI's disposition codes and reporting are consistent with the BDC [2.6435] act /Type /PageBDC [2.64358(o)]TJEMC /Art ewh5ct /Type

Table 2: Sample Disposition

Landline	Cell	
9,918	5,698	Total Numbers Dialed
393	83	Non-residential
419	2	Computer/Fax
2	----	Cell phone
4,174	2,002	Other not working
460	91	Additional projected not working
4,470	3,520	Working numbers
45.1%	61.8%	Working Rate
153	30	No Answer / Busy
2,101	1,286	Voice Mail
14	6	Other Non-Contact
2,202	2,198	Contacted numbers
49.3%	62.4%	Contact Rate
210	312	Callback
1,497	1,401	Refusal
495	485	Cooperating numbers
22.5%	22.1%	Cooperation Rate
67	78	Language Barrier
----	109	Child's cell phone
91	121	Not a registered voter or MA resident
337	177	Eligible numbers
68.1%	36.5%	Eligibility Rate
2	7	R Break-off
335	170	I Completes
99.4%	96.0%	Completion Rate
11.0%	13.2%	Response Rate