

Methodology

Massachusetts U.S. Senate Poll

Prepared by Princeton Survey Research Associates International

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Contact Procedures

Interviews were conducted from September 13-17, 2012. As many as five attempts were

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

$$\frac{\frac{S_{LL}}{S_{LL} + S_{LL}}}{\frac{S_{LL}}{S_{LL} + S_{LL}} + \frac{S_{LL}}{S_{LL} + S_{LL}}}$$

Where S_{LL}

Table 1: Sample Demographics

	<u>Parameter</u>	<u>Unweighted</u>	<u>Weighted</u>
<u>Gender</u>			
	Male	48.5	47.2
	Female	51.5	52.8
<u>Age</u>			
	18-24	12.7	10.9
	25-34	15.3	11.2
	35-44	18.6	10.9
	45-54	21.0	16.9
	55-64	14.1	21.4
	65+	18.3	28.6
<u>Education</u>			
	Less than HS Graduate	10.0	4.3
	HS Graduate	28.3	24.9
	Some College	23.7	23.7
	College Graduate	38.0	47.1
<u>Race/Ethnicity</u>			
	White/not Hispanic	80.7	76.5
	Black/not Hispanic	5.9	6.0
	Hispanic	7.1	5.7
	Other/not Hispanic	6.3	11.9
<u>Household Phone Use</u>			
	LLO	6.5	7.7
	Dual	66.6	77.0
	CPO	26.9	15.3
<u>Region</u>			
	West	12.6	13.0
	Central	12.8	14.4
	Southeast	13.0	15.9
	Outer suburbs	33.7	34.8
	Inner suburbs	17.0	15.0
	Boston proper	10.9	7.0
<u>Population Density</u>			
	Lowest -1,2	5.9	6.7
	3	30.1	32.9
	4	53.0	53.4
	Highest - 5	10.9	7.0
<u># of adults in HH</u>			
	One	16.2	31.1
	Two	50.9	46.1
	Three +	32.9	22.7

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

Table 2: Sample Disposition

Landline	Cell	
9927	5999	T Total Numbers Dialed
464	78	OF Non-residential
396	3	OF Computer/Fax
2	0	OF Cell phone
4161	2067	OF Other not working