

Results for the Massachusetts U.S. Senate Registered Voter Poll are based on telephone interviews with a random sample of 1,005 Massachusetts registered voters. Telephone interviews were conducted by landline (756) and cell phone (249, including 79 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Braun Research, Inc. from September 22-28, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.8$  percentage points. For multiple questions the sample was split randomly into two forms; 506 respondents were administered the Form A version of the interview, and sampling error for that form is  $\pm 5.3$  percentage points; 499 respondents were administered Form B, and sampling error for that form is  $\pm 5.4$  percentage points.

## **DESIGN AND DATA COLLECTION PROCEDURES An**



Where  $S_{LL}$  = size of the landline s





## 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<sup>2</sup>:

- o Contact rate – the proportion of working numbers where a request for interview was made<sup>3</sup>
- o Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- o Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the land line samples was 24 percent. The response rate for the cellular samples was 21 percent.

---

<sup>2</sup> PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

<sup>3</sup> PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

