

## **Methodology**

### **Time Magazine 2004 National Election Polls**

**Conducted by:**

**Schulman, Ronca, & Bucuvalas, Inc.**

#### ***Eligibility***

Time Magazine 2004 election polls are conducted by telephone with a representative sample of adult Americans, 18 years of age and older. All fifty states are included in the sample. All interviewing is conducted by Schulman, Ronca, & Bucuvalas, Inc. (SRBI) at our fully supervised and monitored telephone interviewing facilities.

#### ***Choosing Participants***

Participants are chosen completely at random. Participation is not based on demographics, such as, age, race, education, or any other characteristic.

#### ***Telephone Number Selection***

Telephone numbers are selected by computer using a process called random digit dialing (RDD). Random Digit Dialing is a method used to give all phone numbers in a selected region an equal chance of being dialed. By adding a random four digit number to a given prefix, a complete telephone number is created. Randomization of the last four digits enables us to include both listed and non-listed telephone households. Randomization allows us to reach a broad demographic of individuals that are representative of the entire United States population.

#### ***Selection within the Household***

In order to ensure that everyone in the household has an equal chance at being interviewed, we ask to speak with the youngest male, 18 years of age or older. If no male is available we ask to speak with the oldest female, 18 years of age or older. Asking this question helps to increase the level of chance and make sure that we speak with a diverse population.

## ***Poll Legitimacy***

Individuals contacted to participate in the Poll have the opportunity to verify the poll's legitimacy by visiting SRBI's website, [www.srbi.com](http://www.srbi.com) or by calling SRBI toll-free: 1-888-812-9285.

## ***Weighting***

Once data collection is complete, we check to make sure it is representative of the whole United States population. Often data is adjusted so that it accurately reflects the whole population. Final figures are matched against U.S. Census Bureau breakdowns on age, sex, race, education, and region of the country. Data is also adjusted to account for the fact that people who share a phone with others are less likely to be contacted than people who live alone and have their own phones, and that households with more than one telephone number have more chances to be called than households with only one phone number.

## ***Number of Attempts and Completes***

Time Magazine 2004 election polls interview 1,200 adult Americans. Election polls then identify registered voters and "likely voters." Typically, in a three-day interviewing period, SRBI attempts up to five contacts at different times of the day and on different days for each telephone number dialed to maximize the chance of reaching a randomly selected household.

## ***Margin of Error***

All sample surveys have a "margin of error," that is, the possible difference between interviewing a random sample of the population versus interviewing the entire population. The margin of error is based on probability theory. We typically interview between 1,000 and 1,200 adult Americans in our surveys out of the entire American adult population. Since we are talking to relatively few people, we can only say that our results are within the reported sampling error 95% of the time. We generally report the sampling error at the 95% confidence level.

The margin of error for these Time election polls is approximately +/- 4 percentage points for the entire sample. That means that any reported results are correct plus 4 percentage points and minus 4 percentage points. Sampling error increases as the sample size decreases. Therefore, breakouts of various population subsamples, such as Democrats, Republicans, and Independents, are subject to greater sampling error than are data based upon the total sample.

Surveys are susceptible to other error sources as well, including non-response error, question wording effects, context effects, interviewer error, respondent

error, sample coverage problems, and others. SRBI makes every effort to keep these errors to a minimum.

***Likely Voter Model: Selection Method***

Please visit the following for a complete discussion of SRBI's likely voter model:

<http://people-press.org/reports/misc/dimockpaper/>