

Statement of Methodology – August 2012

SUPRC/USA TODAY Poll: This survey of 800 adults was conducted July 30th through August 8th, 2012, and is based on live telephone interviews of adults 18 years of age and older residing in all 50 states and the District of Columbia. Each state's non-voter quota was determined by subtracting actual votes cast in the 2008 Presidential election from the VEP (voter-eligible population) in every state for November 2008 election. States were grouped into 4 general regions per U.S. Census designations and each region was assigned age and race quotas. Telephone numbers were dialed from samples of both standard land-line (65%) and cell phones (35%) using a probability proportionate to size method, which means that the phone numbers assigned to each state were proportional to the number of non-voter residents in each state. Results are statistically significant to within ± 3.47 percentage points on the entire sample and the error margin increases for subgroups/cross-tabulations which follow.