

National Election Pool



Conducted by



NATIONAL ELECTION POOL EXIT POLL

METHODS STATEMENT November 2, 2010

Edison Research conducted this exit poll for the **National Election Pool** (ABC, AP, CBS, CNN, FOX, NBC). The poll should be referred to as a **National Election Pool or NEP Exit Poll**, conducted by **Edison Research**. The National Election Pool (NEP) members (ABC, AP, CBS, CNN, FOX, NBC) prepared the questionnaire.

The polling places are a stratified probability sample of each state. Within each polling place an interviewer approached every n^{th} voter as he or she exited the polling place. The exact number of questionnaires depends on voter turnout and their cooperation.

In addition, absentee and/or early voters were interviewed in a pre-election telephone poll. Absentee or early voters were asked the same questions asked of voters at the polling place on Election Day. Results from the phone poll were combined with results from voters interviewed at the polling places. The combination reflects approximately the correct proportion of absentee/early voters and Election Day voters. The interviews were conducted among respondents who said that they were definitely voting in the General Election. The interviews were conducted between October 22nd and October 31st using an RDD (Random-Digit-Dialing) telephone sample.

All samples are approximations. A measure of the approximation is called the sampling error. Sampling error is affected by the design of the sample, the characteristic being measured and the number of people who have the characteristic. If a characteristic is found in roughly the same proportions in all precincts the sampling error will be lower. If the characteristic is concentrated in a few precincts the sampling error will be larger. Gender would be a good example of a characteristic with a lower sampling error. Characteristics for minority racial groups will have larger sampling errors.

For this exit poll the table below lists typical sampling errors for given size subgroups for a 95% confidence interval. The values in the table should be added and subtracted from the characteristic's percentage in order to construct an interval. Ninety-five percent of the intervals created this way will contain the value that would be obtained if all voters were interviewed using the same procedures. Other non-sampling factors, including nonresponse, are likely to increase the total error.

% Error Due to Sampling (+/-) for 95% Confidence Interval						
Number of Voters in Base of Percentage						
% Voters with Characteristic	100	101-200	201-500	501-950	951-2350	2351-5250
5% or 95%	6	5	3	2	2	1
15% or 85%	11	7	5	4	3	2
25% or 75%	13	9	6	5	3	2
50%	15	10	7	5	4	3

