

**NATIONAL ELECTION POOL EXIT POLL**  
**METHODS STATEMENT** January, 2012

**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<sup>th</sup> voter as he or she exited the polling place. The exact number of Republican Primary voters depends on voter turnout and their cooperation.

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.

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

25% or 75%	13	9	6	5	3	2
50%	15	10	7	5	4	3

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An upper bound on the error due to sampling for a 95% confidence interval is +/- 4% for a typical characteristic. Characteristics that are more concentrated in a few polling places, such as race, have larger sampling errors. Other nonsampling factors may increase the total error.

<b>% Error Due to Sampling for 95% Confidence Interval</b>					
<b>Number of Voters in Base of Percentage</b>					
100	101-200	201-500	501-950	951-2350	2351-5250
+/- 15%	+/- 10%	+/- 7%	+/- 5%	+/- 4%	+/- 3%