



Presidential Election 2010 Survey Questions and Methodology

Script

The script was recorded by professional voice talent so that the presentation of the questions, including intonation and emphasis would be consistent for all respondents.

The actual voice files are available if you wish to hear them by emailing a request to todd@toddrehm.com.

1. If the election for President of the United States were held today, and the candidates were Barack Obama, the incumbent Democrat, Mitt Romney, the Republican, or Gary Johnson, the Libertarian?

Press one if you would vote for Barack Obama, the incumbent Democrat. Press two if you would vote for Mitt Romney, the Republican. Press three if you would vote for Gary Johnson, the Libertarian. Press four if you are undecided.

2. Please tell us how old you are by pressing the number that corresponds to your age range.

Press. 1 if you are 18 to 35 years old. Press 2 if you are 36 to 50 years old. Press three if you are 51 to 64 years old. Press 4 if you are 65 years or older.

3. If you are female, press one. If you are male, press two.

4. Do you consider yourself to be a Democrat, a Republican, or a Libertarian? Press 1 if you consider yourself a Democrat. Press two if you are a Republican. Press 3 if you are a Libertarian. Press four if you are an independent. Press five if you are undecided.

Methodology

Sand Mountain Communications, LLC conducted a survey on October 4, 2012 using the questions above. The survey was conducted using Interactive Voice Response, (“IVR”) in which a recorded question was played to respondents dialed randomly from a known universe, and their answers were submitted by using the touch-tone keys on their telephone. This is commonly termed a “robopoll”.

The universe of respondents was selected from Georgia registered voters who voted in either the 2008 or 2010 General elections, or both. Respondents were identified from data released by the Georgia Secretary of State, appended with commercially-available telephone matches.

Only respondents who completed the survey were used in the analysis. We recorded 1323 complete surveys. The margin of error for the entire sample is +/- 2.68 points at the 95% confidence interval. Weighting was applied to bring the observed proportion of males and females into line with known proportions according to statistics released by the Secretary of State’s office, and to bring the observed proportions of each age group into line. In order to make partisans happy, we present weighted results that bring Age Range and Gender in line with the 2008 General Election or 2010. Make of it what you will.