

GALLUP NEWS SERVICE

2010 MIDTERM ELECTION POLLING: WAVES 3 AND 4

-- FINAL TOPLINE --

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Princeton Job #: 10-10-018

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October 7-10 and 14-17, 2010

Results are based on telephone interviews conducted October 7-10 and October 14-17, 2010, with a random sample of –3,051—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 2 percentage points.

For results based on the sample of –2,731-- registered voters, the maximum margin of sampling error is ± 2 percentage points.

Results for likely voters are based on a sample of – 1,951 -- survey respondents deemed most likely to vote in the November 2010 General Election, according to a series of questions measuring current voting intentions and past voting behavior. For results based on the sample of likely voters, the maximum margin of sampling error is ± 3 percentage points. Gallup provides two likely voter estimates using this sample. The lower turnout estimate assumes 40% national adult turnout and applies additional weights within the broad likely voter sample to match this turnout assumption. The higher turnout estimate gives all likely voters the same weight and represents a turnout level of 55% of national adults.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents per 1,000 respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

6. Next, if [RANDOM ORDER] campaigned on behalf of a candidate in your local area, would that make you – [ROTATED: more likely to vote for that candidate, would it make no difference to your vote, (or would that make you) less likely to vote for that candidate]?

C. Sarah Palin

<i>2010 Oct 14-17</i>	<u>More likely</u>	<u>No difference</u>	<u>Less likely</u>	<u>No opinion</u>
<i>REGISTERED VOTERS</i>	22	40	36	2
<i>NATIONAL ADULTS</i>	20	40	38	2