

Illinois Statewide Poll Methodology

Research America, Inc. of Newtown Square, Pennsylvania polled 1,024 registered voters across Illinois from September 5 to September 13. The margin of error for the entire sample of 1,024 voters is plus or minus 3.1 percentage points, at a 95% confidence level.

Live telephone interviews were conducted using randomly selected telephone numbers of registered voters in Illinois provided by Scientific Telephone Samples, including cell phone and landline telephone numbers. All calls were made centralized telephone call centers located in the US. Cell phone numbers accounted for 65% of the sample to meet the polling standards. Potential poll respondents were screened to insure current Illinois residency and being registered to vote at their current address. A quota sampling method was used to provide representative sampling of registered voters by geography across Illinois and by gender, age, and ethnicity.

To provide comprehensive reach to eligible respondents, a Spanish language version of the questionnaire and a Spanish-speaking interviewer were made available. To insure representation of population segments more difficult to reach by telephone (e.g., <35 years of age), the telephone interviews were supplemented using a self-administered web survey, with the same eligibility requirements used by telephone.

The margin of error across the entire poll of 1,024 respondents is plus or minus 3.1 percentage points. This means that if we conducted the survey 100 times, in 95 of those instances, the population proportion would be within plus or minus the reported margin of error for each subsample. It is important to remember that among specific demographic subsegments as well as subsegments based on political party affiliation and likelihood to vote in the November election, the margin is significantly wider. Considering gender as an example, a total of 574 female registered voters in Illinois were interviewed. The margin of error with this segment of the population is 4.1%, at a 95% confidence level.