



INSTITUTE OF
PUBLIC OPINION
MUHLENBERG COLLEGE

MUHLENBERG COLLEGE /MORNING CALL

2010 Pennsylvania General Election Tracking Poll

RELEASE #3 – October 22, 2010

FIELDING PERIOD – October 18-21, 2010

SAMPLE –421 Likely Voters in Pennsylvania

MARGIN OF ERROR - +/- 5% at 95% Level of Confidence

TOTALS MAY NOT EQUAL 100% DUE TO ROUNDING

METHODOLOGY: Beginning on October 20 and ending on November 1, 2010, The Muhlenberg College Institute of Public Opinion and the *Morning Call* will be releasing daily results from their statewide general election tracking poll. The results are drawn from telephone surveys of likely voters in the Commonwealth of Pennsylvania. Each day's release will be based on the results of interviews conducted during the previous four days. For example, the initial release on Wednesday, October 20th was produced from interviews conducted between October 16th and 9th. While the total sample size will alternate from day to day because of varying completion rates, the average sample sizes will be approximately 400. Precise margins of error will be identified with each release and average around +/-5% at a 95% level of confidence.

All interviews will be conducted by individuals who have been trained in standard interviewing procedures. The sampling frame for this research is a list of registered voters in the Commonwealth of Pennsylvania. To determine if an individual is a likely voter the Muhlenberg College/*Morning Call* poll uses a three step process. First, the individual must be registered to vote in the Commonwealth of Pennsylvania. This is validated through the use of registered voting records provided by the Secretary of State in Pennsylvania. Second, the individual must identify their likelihood of voting in the November, 2010 election as either "definite" or "very likely." Finally, the individual must have voted in at least half of the general elections in which they were eligible since 2002 or who had registered to vote since 2008 and voted in the 2010 primary election. For example, if a voter was registered since 2003 they would have to have voted in at least 2 of the 3 general elections (2004, 2006, 2008) since that year to be included in the sampling frame for the study.

