

This RDD telephone survey was conducted from February 2 - 4, 2016 throughout the nation.

Responses are reported for 1,309 adults with a margin of sampling error of +/- 2.7 percentage points. Margins of sampling error for additional subgroups are listed in tables below.

Surveys are conducted in English or Spanish dependent on respondent preference with live interviewers calling land lines and cell phones.

All data was collected and tabulated by the Quinnipiac University Poll.

ADULTS	
PHONE DISTRIBUTION	
Cell only	47%
Land Line only	6
Both, cmp from cell sample	13
Both, cmp from land sample	34

RACE	
White	66%
Black	12
Hispanic	14
Other/DK/NA	8

	ADULTS.....							
	Tot	Men	Wom	AGE IN YRS.....				Watching
				18-34	35-49	50-64	65+	Game Q19
Weighted Percentage	100%	49%	51%	27%	26%	25%	17%	65%
Unweighted n	1,309	679	630	198	244	369	450	885
MoE (+/-%)	2.71	3.76	3.90	6.96	6.27	5.10	4.62	3.29

METHODOLOGICAL DETAILS

Dual frame landline and cell phone samples are generated using Random Digit Dialing procedures by Survey Sampling International (SSI). Both the landline and cellular phone samples are stratified by Census division according to area code.

Land line numbers are scheduled for 5+ call attempts and cell phone numbers are scheduled for 4+ call attempts. When calling landlines interviewers ask to speak with the adult member of the household having the next birthday. If that person is not available a call back is scheduled for a better time to speak with that person. Interviews are conducted on cell phones with both cell only and dual owner respondents. The complete land and cell sample is weighted to National Health Interview Survey estimates for [land only/cell only/dual owner] households.

Questions are asked of registered voters as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question. Questions are numbered as asked with additional questions found in successive releases.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census or American Community Survey data using a sample balancing procedure to match the demographic makeup of the population by region, gender, age, education and race. Margins of sampling error for this survey are not adjusted for design effect.

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Contact pollinginstitute@quinnipiac.edu for additional information or call 203-582-5201.