

# Methodology

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The data for the VPR poll were collected by the Castleton Polling Institute's phone center, using live interviewers. All interviews were completed February 3 – 17, 2016.

Phone numbers were drawn from a dual frame sample of cell phone and landline numbers. The cell phone sample was acquired from Survey Sampling International (SSI). SSI drew a sample of phone numbers allotted to cell phone rate centers within the state of Vermont, attaching billing address zip codes where available. The landline sample was acquired from ASDE Survey Sampler using random digit dialing techniques based on known exchanges and live 1000-blocs within the 802 area code.

The final sample includes a total of 895 completed interviews, 369 by landline (41 percent) and 526 by cell phone (59 percent). Twenty-nine percent of the total sample have no landline at their residence and therefore would be excluded from any chance of inclusion without the cell phone sample frame.

When calling landline phones, respondents within households were selected by asking first for the youngest male adult in the household. If the youngest male was not available, the interviewer would make an attempt to find the best time to reach the target individual. If there was no male in the household, the interviewer would request to speak to the youngest female. The within household selection is designed to compensate for known biases in landline samples that result in underrepresentation of males and individuals under 30 years of age.

For cell phones, interviewers spoke with the individual answering the phone provided that the individual met the screening criteria (e.g. adult living in Vermont). Respondents reached via cell phone were asked if they were in a safe place to conduct the interview; interviewers would call back any cell phone respondent who was not in a safe place (e.g. driving a vehicle) when initially reached.

Every county in the state is represented within 3 percentage points of its proportion of the state's population prior to weighting the data. The final data are weighted by county, gender, and age to adjust for differential response rates in order to assure that the data are as representative of the state's actual adult population as closely as possible.

The margin of error for a sample of 895 is +/- 3.3 percentage points at the full sample level. Any subpopulation analysis entails a greater margin of error; those subpopulation MoE's are listed . While sampling error is only one possible source of survey error, all reasonable precautions have been taken to reduce total survey error.