

Ohio Spring 2018 Poll Methodology

This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 800 randomly-selected registered voters in the State of Ohio with histories of voting in recent November general elections or were new registrants, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of May 21, 2018 through May 25, 2018. The overall estimated margin of sampling error is +/- 3.46%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 3.46% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state's general election-voting electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias.