

**University of Iowa Poll**  
**METHODOLOGICAL DETAILS**  
**Aug. 8, 2007**

Samples: 907 registered Iowa voters, MoE +/-3.25%  
469 self-identified Democrats, including Independents leaning Democrat,  
MoE +/-4.6%  
355 Republicans, including leaners, MoE +/-5.2%  
Initial partisan breakdown: 28.6% Republican, 35.1% Democrat and  
32.0% Independent

787 caucus goers, MeE +/-3.5%  
425 Democratic Caucus Goers, MoE +/-4.9%  
306 Republican Caucus Goers, MoE +/-5.6%

The poll was in the field from July 29<sup>th</sup> through August 5<sup>th</sup>. David Redlawsk, Associate Professor of Political Science conducted the poll with graduate students James Rydberg and Howard Sanborn, and undergraduate student Brigid Feymuller, all of the University of Iowa. The poll was carried out by with the cooperation and facilities of the University of Iowa Social Science Research Center.

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### **Overall**

The poll was conducted from July 29 through August 5 by researchers from the political science department of the University of Iowa. The research team utilized the facilities of the Social Science Research Center in Iowa City to design the survey and conduct call sessions. The team programmed the survey for use with WinCATI, a questionnaire interface created by Sawtooth Technologies, and calls were made with the automatic dialing feature.

### **Interviewers**

The team hired 20 undergraduate and graduate students to interview respondents in six hour sessions over the course of eight days. These individuals participated in a training regimen where each was led screen by screen through the survey instrument. Additionally, the interviewers were educated in techniques to maximize respondent cooperation. A majority of these interviewers had previous experience conducting phone surveys for the University of Iowa Political Science department.

These interviewers completed 1,296 interviews over the course of the study. Some respondents are only in the registered voter sample, some are only in the caucus sample,

and some are in both samples. The average completed interview lasted 12.5 minutes. Interviewers completed surveys at the rate of 1.9 an hour on average.

## **Sample**

Respondents were drawn at random from a random sample of thirty-five thousand residential phone numbers across the state of Iowa. This list was purchased from an independent company.

To compensate for the prevalence of female respondents in past surveys, the interviewers screened potential respondents by gender, following procedures used by other major survey operations. They first asked to speak to the youngest male at home who was 18 years of age or older and a registered voter. If no male was present, the interviewer asked to speak with the oldest female at home who was 18 years of age or older and a registered voter.

The research team assigned disposition codes in accordance with the AAPOR's definitions and coding scheme. Surveys were automatically marked complete; interviewers could not assign this disposition. For surveys that were broken off in the middle of call, interviewers immediately rescheduled a callback for later in the calling period. If an interviewer could not reach a potential respondent (no answer/answering machine/busy signal), callbacks were made up to five more times.

## **Caucus Goers**

Caucus goers are self-identified. A respondent who answered "very" or "somewhat" likely to a question about attending the 2008 caucus is classified as a "likely" caucus attendee. Respondents saying they are certain they will not attend were dropped in the caucus goer sampling. Any other respondent is classified as a "potential" caucus attendee. Validation of this process was carried out by asking about prior caucus attendance in 2000 and 2004. Approximately 70% of those classified as "likely" 2008 caucus goers reported attending a caucus in either 2000 or 2004. Only 5.5% of those classified as not attending in 2008 had caucused in the past. Just over 20% of 2008 "potential" caucus goers reported attending a caucus in 2000 or 2004.

## **Response Rate**

We calculate response rate as the number of completed interviews divided by the total number of households contacted. During this period of study, the response rate was 12.3%. Interviewers reached 10,239 individuals. Of these contacts, 1,296 individuals completed a survey. There were 6,821 flat refusals. The remaining contacts were comprised of the following: ineligible individuals, individuals outside of our sample scope, individuals that had broken off the interview early and not finished the survey, and

individuals unable to communicate with the interviewer because of language or other miscellaneous barriers.