Nature of the Sample: Virginia Poll of 1,509 Adults

This survey of 1,509 adults was conducted on September 9th through September 11th, 2012. Adults 18 years of age and older residing in the state of Virginia were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within ±2.5 percentage points. There are 1,315 registered voters. The results for this subset are statistically significant within ±2.7 percentage points. There are 996 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2012 presidential election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ±3.1 percentage points. The error margin increases for cross-tabulations.