

How the Survey was Conducted

Nature of the Sample: Arizona Poll of 3,048 Adults

This survey of 3,048 adults was conducted on February 19th and 20th, 2012. Adults 18 years of age and older residing in the state of Arizona 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 land-line 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 ± 1.8 percentage points. There are 2,487 registered voters. The results for this subset are statistically significant within ± 2.0 percentage points. There are 957 potential Republican primary voters, that is, voters who are registered Republicans. The results for this subset are statistically significant within ± 3.2 percentage points. There are 767 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2012 Arizona Republican Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.