

METHODOLOGY

MARCH 2012 POLL

The Reason-Rupe March 2012 poll collected a nationally representative sample of 1200 respondents, aged 18 and older from all 50 states and the District of Columbia using live telephone interviews from March 10th-20th 2012. The margin of sampling error for this poll is ± 3 percent. Questions on the GOP presidential primary among Republicans and Independent-leaning Republicans have a sample size of 468, and a ± 4.53 percent margin of error. Interviews were conducted with respondents using both landline (704) and mobile phones (496, including 232 who had no landline telephone phone). (Note: Persons without either a landline or mobile phone could not be included in the random selection process). Landline respondents were randomly selected within households based on the adult who had the most recent birthday. The sample was weighted by gender, age, race, Hispanic ethnicity, party identification, Census region, and based on the most recent US Census data. The sample also weighted to match current telephone usage patterns from the National Health Interview Survey.

The sampling frame included landline and mobile phone numbers generated using Random Digit Dialing (RDD) methods and randomly selected numbers from a directory-listed sample. Samples were provided by GENSYS, Marketing Systems Group. Click [here](#) for full methodological details. NSON Opinion Strategy conducted the poll's fieldwork.

Values less than 1% are indicated as <1%. "VOL" indicates that a response was volunteered by respondents, not an explicitly offered choice. Columns may not add up to 100% due to rounding.

PHONE TYPE	% Weighted	% Unweighted
Landline	53%	59%
Cell Phone	47%	41%
Total	100%	100%

View [full methodology](#)