## Stockton Poll on Governor's Race/page 4

## Methodology

The sample is 801 interviews with approximately 20 questions asked from 10/19/09 to 10/21/09. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. Weighting by *district*, *age*, *race and gender* is used to adjust for non-response. Margin of error is +/- 3.5 percentage points. Margins of error are higher in sub-groups.

# # #