**Brief Summary of Methodology,**

**Fall 2019 Survey of Minnesota Residents**

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The Fall 2019 St. Cloud State University Survey findings are based on telephone interviews with a representative sample of 402 (weighted) adults in Minnesota. The sample included both landline phones and cell phones. Interviews were conducted from October 14 to November 1, 2019 at the St. Cloud State University Survey Lab. The sample was obtained from Research Now SSI of Plano, TX.

**Sample Design**

The sample was designed to represent all adults (age 18 and older) with a landline or cell phone in Minnesota. The final sample consists of one land line sample and one cell sample, all of which were generated following a random-digit dialing (RDD) approach in which random phone numbers are generated by computer in order to ensure that everyone in the population has a roughly equal chance of selection. Samples were compared for duplicates, and none was found. More methodological details relating to our sampling approach may be found in a separate methodology section that will be available on our website.

The completed sample consists of 402 interviews. Of the 402 interviews, 43 (11%) are landlines and 359 (89%) are cell phone numbers. In samples of 402 interviews, the error due to sampling and other random effects is ±4.89 percent at the 95 percent confidence level. This means that if one were to have drawn 20 samples of the adult Minnesota population and administered the same instrument, it would be expected that the percentages in the sample findings would differ from the true population percentages by more than 4.89 percent only one time in twenty.

Several steps were taken to ensure that the telephone sample of adults in the state was representative of the larger adult state population. We varied the days and times for calling to maximize the chances of enlisting respondent participation. We also made multiple attempts to reach each number to minimize any systematic bias in non-response rates (e.g., female respondents are less likely to respond to an unknown number on the first or second attempt, so multiple attempts are needed to gain a representative number of female responses). However, minor weighting was still needed because 53% of the respondents were men and women are slightly more than 50% of the population. For cell phone numbers, the interview was completed with the person of initial contact, provided the contact person was at least 18 years of age and a Minnesota resident.

**The margin of sampling error for the complete set of weighted data is ±5.15 percent (at the 95 percent confidence level).** In all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. These include interviewer and coder error, respondent misinterpretation, and analysis errors. When analysis is made of sub-samples such as respondent gender, the sample error may be larger.

As is often the case with survey research, the initial findings were weighted to compensate for patterns of nonresponse that might bias results. The use of these weights in statistical analysis approximates the demographic characteristics of the sample with the demographic characteristics of the Minnesota population. Weighting was based on the 2018 population estimates from the office of the Minnesota Demographer at [https://mn.gov/admin/demography/data-by-topic/population-data/our-estimates/](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmn.gov%2Fadmin%2Fdemography%2Fdata-by-topic%2Fpopulation-data%2Four-estimates%2F&data=02%7C01%7Casfinan%40stcloudstate.edu%7C89766296fed646ffd5ce08d763d1c817%7C5011c7c60ab446ab9ef4fae74a921a7f%7C0%7C0%7C637087624959981432&sdata=wJ1%2BO9b476cCkHRek79Rz1prlphlSNFa4st2pRVoOAA%3D&reserved=0) and the US Census Bureau at [https://factfinder.census.gov/](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffactfinder.census.gov%2F&data=02%7C01%7Casfinan%40stcloudstate.edu%7C89766296fed646ffd5ce08d763d1c817%7C5011c7c60ab446ab9ef4fae74a921a7f%7C0%7C0%7C637087624959991432&sdata=WAyG9XrCPGnqlVstF2tQRZSr2l87%2FBD4TJmEUhdX%2Fhc%3D&reserved=0) These data allow us to apply a weighting procedure to ensure that our analyses are representative of the actual population, and avoid any systematic bias from the over- or under-representation of certain population groups among our respondents.  For instance, we are able to accurately estimate the voting age population in Minnesota because we have Census estimates of the voting age population distribution at every age level. In this year’s survey only minor weighting was done on two variables (age and gender) to ensure that our results more closely represent the actual population.