



METHODOLOGY STATEMENT

Media Coverage National Study: Detailed Methodology

On behalf of Zeigler Media, Wilson Research Strategies conducted a nationwide research study of actual voters in the 2008 Presidential Race.

Sample was drawn using Random Digit Dialing. The sample was stratified based on the geographic distribution of actual votes cast in the 2008 presidential election. RDD sampling does not include cell-phone only voters, who made up approximately 14% of the electorate in 2008.

Respondents were contacted by phone via a live telephone operator interview November 23 - 25, 2008. Five attempts were made for each number before it was replaced with another number from the sample. Within multiple-voter households, a random respondent selection method was used.

The study has a sample size of n=1,000 voters. The margin of error is equal to $\pm 3.1\%$ in 95 out of 100 cases.

Only respondents who answered all questions, including demographic questions, were accepted as completed interviews and included in the n=1,000 voter sample.

After interviewing concluded, responses were weighted so that the final data would reflect the actual vote outcome of the 2008 Presidential Election. Weighted and unweighted response totals on the Presidential ballot are shown below:

	<u>Weighted</u>	<u>Unweighted</u>
Obama	530	552
McCain	460	427
Other	10	21