

University of Iowa Hawkeye Poll
METHODOLOGICAL DETAILS
Released Oct. 29, 2007

Sample: 689 Caucus-goers, MoE +/-3.9 percent
 306 Democratic Caucus-goers, MoE +/-5.5 percent
 285 Republican Caucus-goers, MoE +/-5.8 percent

The poll was in the field from Oct. 17 through Oct. 24. David Redlawsk and Caroline Tolbert, associate professors of political science, conducted the poll with graduate students James Rydberg and Howard Sanborn, and undergraduate student Brigid Feymuller, all of the University of Iowa. The poll was carried out by with the cooperation and facilities of the University of Iowa Social Science Research Center directed by Professor Kevin Leicht, Sociology.

Overall

The poll was conducted from Oct. 17-24, 2007 by researchers from the political science department of the University of Iowa. The research team utilized the facilities of the Social Science Research Center in Iowa City to design the survey and conduct call sessions. The team programmed the survey for use with WinCATI, a questionnaire interface created by Sawtooth Technologies, and calls were made with the automatic dialing feature.

Interviewers

Students from an undergraduate and graduate course were trained to interview respondents in seven hour sessions over the course of eight days. These individuals participated in a training regimen where each was led screen by screen through the survey instrument and made practice calls. Additionally, the interviewers were educated in techniques to maximize respondent cooperation. Many of these interviewers had previous experience conducting phone surveys for the University of Iowa Political Science department.

These interviewers completed 689 interviews with self-identified caucus-goers over the course of the study. The average completed interview lasted 16.5 minutes. Interviewers completed surveys at the rate of 1.2 an hour on average.

Sample

Respondents were drawn at random from a random sample of 35,000 residential phone numbers across the state of Iowa. This list was purchased from an independent company.

To compensate for the prevalence of female respondents in past surveys, the interviewers screened potential respondents by gender, following procedures used by other major survey operations. They first asked to speak to the youngest male at home who was 18 years of age or older and a registered voter. If no male was present, the interviewer asked to speak with the oldest female at home who was 18 years of age or older and a registered voter.

The research team assigned disposition codes in accordance with the AAPOR's definitions and coding scheme. Surveys were automatically marked complete; interviewers could not assign this disposition. For surveys that were broken off in the middle of call, interviewers immediately rescheduled a callback for later in the calling period; only one attempt was made to complete. If an interviewer could not reach a potential respondent (no answer/answering machine/busy signal), callbacks were made up to five more times.

Caucus-goers

Caucus-goers are self-identified. A respondent who answered "very" or "somewhat" likely to a question about attending the 2008 caucus is classified as a "likely" caucus attendee. Respondents saying they are certain they will not attend were dropped in the caucus-goer sampling. Any other respondent was classified as a "potential" caucus attendee. Validation of this process was carried out by asking about prior caucus attendance in 2000 and 2004. Approximately 68 percent of those classified as "likely" 2008 caucus-goers reported attending a caucus in either 2000 or 2004. Only 5.5 percent of those classified as not attending in 2008 had caucused in the past.

Response Rate

We calculate response rate as the number of completed interviews divided by the total number of households contacted containing an eligible respondent. Interviewers reached 6,179 individuals. Of these contacts, 689 individuals participated in the caucus-goer survey giving a response rate of 13.8 percent of those qualified. There were 4,302 refusals. The remaining contacts were comprised of the following: ineligible individuals, individuals outside of our sample scope, and individuals unable to communicate with the interviewer because of language or other miscellaneous barriers.

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