CALIBRATION DOCUMENT
BN 2.12 How Do National Polls Sample?

Exhibit 1 - Questions
1. What is the actual population being addressed by a Gallup telephone survey? Be very precise with your answer.

   From the article: “Gallup refers to the target audience as “national adults,” representing all adults, aged 18 and older, living in United States.”

2. In what sense can a directory-assisted random-digit-dial sample be thought of as a simple random sample? Be very specific.

   The sample is not biased in any way, just like an SRS is not biased in any way.

Exhibit 2 - Questions
1. What proportion of likely voters overall (Democrats and Republicans combined) planned to vote for Barack Obama?

   \[70\% + 20\% = 90\%\]

2. Do you think the proportion you provided above is an underestimate or an overestimate? How do your findings relate to the claim made in the National Journal?

   Probably an overestimate since four times as many Democrats were in the sample as Republicans. This is exactly what the National Journal was referring to.

3. Suppose that in the larger population, half of all likely voters are Democrats and half are Republicans. Now imagine that our simple random sample was comprised of 50 Democrats and 50 Republicans (instead of 80 Democrats and 20 Republicans). Re-compute the proportion of likely voters who planned to vote for Barack Obama. What percent decrease is this from the computation you did for Question 1?*

   I'm not sure how to do this. Sorry!!