

NATIONAL ELECTION POOL EXIT POLL

METHODS STATEMENT - November 6, 2018

Edison Research conducted this exit poll for the **National Election Pool** (ABC, CBS, CNN, NBC). The National Election Pool (NEP) members (ABC, CBS, CNN, NBC) prepared the questionnaire.

The polling places are a stratified representative probability sample of the United States. Within each polling place an interviewer approached every nth voter as he or she exited the polling place. A target of approximately 60 voters completed a questionnaire at each polling place. The exact number of questionnaires depends on voter turnout and their cooperation.

Absentee and/or early voters were interviewed in a pre-election telephone poll. Absentee or early voters were asked the same questions asked of voters at the polling place on Election Day. Results from the phone poll were combined with results from voters interviewed at the polling places. The combination reflects approximately the correct proportion of absentee/early voters and Election Day voters. The interviews were conducted among respondents who said that they were definitely voting in the General Election. About 50 percent of the telephone sample was made to cell phones. The interviews were conducted between October 26th and November 4th using an RDD (Random-Digit-Dialing) telephone sample.

All samples are approximations. A measure of the approximation is called the sampling error. Sampling error is affected by the design of the sample, the characteristic being measured and the number of people who have the characteristic. If a characteristic is found in roughly the same proportions in all precincts the sampling error will be lower. If the characteristic is concentrated in a few precincts the sampling error will be larger. Gender would be a good example of a characteristic with a lower sampling error. Characteristics for minority racial groups will have larger sampling errors.

For this exit poll the table below lists typical sampling errors for given size subgroups for a 95% confidence interval. The values in the table should be added and subtracted from the characteristic's percentage in order to construct an interval. Ninety-five percent of the intervals created this way will contain the value that would be obtained if all voters were interviewed using the same procedures. Other non-sampling factors, including nonresponse, are likely to increase the total error.

In previous election years, the exit polls were weighted for gender, age and race. This year, the exit poll will be adjusted for non-response by education and by age using a parameter developed by comparing past Census estimates of turnout among these groups and past exit poll estimates of turnout among these groups. While this adjustment does not meaningfully change the results of the exit poll in terms of the voting behavior of various subgroups, it does serve to adjust the poll's estimates of the age and education makeup of the day's voters in a way that is a best practice for polling in today's environment.

Margin of Error Due to Sampling (+/-) for 95% Confidence Interval**Number of Voters in Base of Percentage**

% Voters with Characteristic	100	101-200	201-500	501-950	951-2350	2351-5250	5251+
5% or 95%	6	5	3	2	2	1	1
15% or 85%	11	7	5	4	3	2	1
25% or 75%	13	9	6	5	3	2	2
50%	15	10	7	5	4	3	2

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United States

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The **National Election Pool** Exit Poll was conducted by **Edison Research**. In the United States 0 voters who cast ballots on Election Day were interviewed at 284 polling places as they exited the polling places. Additionally, 0 absentee and/or early voters were interviewed in a pre-election telephone poll. The National Election Pool members (ABC, CBS, CNN, NBC) prepared the questionnaire.

An upper bound on the error due to sampling for a 95% confidence interval is +/- 4% for a typical characteristic. Characteristics that are more concentrated in a few polling places, such as race, have larger sampling errors. Other non-sampling factors may increase the total error.

% Error Due to Sampling for 95% Confidence Interval						
Number of Voters in Base of Percentage						
100	101-200	201-500	501-950	951-2350	2351-5250	5251+
+/- 15%	+/- 10%	+/- 7%	+/- 5%	+/- 4%	+/- 3%	+/- 2%