

METHODOLOGY

The Western New England University Polling Institute conducted a telephone survey using live interviewers and text to web methodology Sept. 15 – 21, 2022. Braun Research Inc. of Princeton, NJ completed the interviews on behalf of the Polling Institute. The survey sample consists of telephone interviews in English only with 852 adults ages 18 and older drawn from across Connecticut using random samples of telephone numbers for cell phones and landlines obtained from Dynata of Shelton, CT. The sample yielded 766 adults who said they are registered to vote in Connecticut, and 626 registered voters who indicated they are likely to vote in the Nov. 8, 2022 election. Registered voters were identified as likely voters based on their responses to questions about interest in the upcoming election, likelihood of voting in the election, and knowledge of the location and name of their polling place.

In order to draw a representative sample from the landline numbers, interviewers alternated asking for the youngest adult male or the youngest adult female age 18 or older who was home at the time of the call. Cell phone respondents received an invitation by text to complete the survey online. Cell phone owners who did not complete the survey online received calls from interviewers. Interviewers dialing cell phone numbers interviewed the respondent who answered the cell phone after confirming three things: (1) that the respondent was in a safe setting to complete the survey; (2) that the respondent was an adult age 18 or older; and (3) that the respondent was a resident of Connecticut.

The sample of 852 adults consists of 253 interviews completed on landlines, 296 interviews completed on cell phones, and 303 interviews completed online. The landline, cell phone, and online data were combined and weighted to reflect the adult population of Connecticut by gender, race and Hispanic ethnicity, age, education, and county of residence using U.S. Census estimates for Connecticut from the U.S. Census Bureau for 2020 and from the Census Bureau's American Community Survey for the years 2016 through 2020. The data also were weighted to adjust for cell phone and landline usage based on state-level estimates for Connecticut from the National Center for Health Statistics, and to adjust for voter registration by party using figures from the office of the Connecticut Secretary of the State. Complete results of the poll and the full text of the landline and cell phone versions of the survey are available at <http://www1.wne.edu/polling-institute/index.cfm>.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The margin of sampling error for a sample of 766 registered voters adults is +/- 3.5 percent at a 95 percent confidence interval. Taking into account a design effect of 1.49 for the weighting of the sample to estimates for the adult population of Connecticut, the full margin of sampling error for registered voters is +/- 4.3 percent (the margin of sampling error of 3.5 percent multiplied by the square root of the design effect), rounded down to 4 percent for purposes of this report. The margin of sampling error for a sample of 626 likely voters is +/- 3.9 percent at a 95 percent confidence interval. Taking into account a design effect of 1.48 for the weighting of the sample to estimates for the adult population of Connecticut, the full margin of sampling error for likely voters is +/- 4.8 percent (the margin of sampling error of 3.9 percent multiplied by the square root of the design effect), rounded up to 5 percent for purposes of this report.

Thus if 55 percent of likely voters said they have a favorable opinion of Governor Ned Lamont, one would be 95 percent sure that the true figure would be between 50 percent and 60 percent (55 percent +/- 5 percent) had all likely voters in Connecticut been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

UNWEIGHTED AND WEIGHTED DATA

The Polling Institute weighted the survey data so that it more closely represented the population under study – adults age 18 and older and registered voters in Connecticut. Weighting targets for the 852 adults in the sample came from the U.S. Census Bureau for 2020 and from the Census Bureau’s American Community Survey for Connecticut for the years 2016 through 2020. Weighting targets for the 766 registered voters in the sample came from registration and party enrollment statistics as of Oct. 26, 2021, from the office of the Connecticut Secretary of the State. Weights were trimmed at the 2.5th and 97.5th percentiles to reduce the effect of outliers on the data. Percentages in each category may not sum to 100 percent due to rounding.

Weighted and Unweighted Data in the Survey

Measure	Category	Weight Target	Unweighted data	Weighted data
Gender	Male	48%	51%	48%
	Female	52%	47%	50%
	Other	---	1%	1%
	Refused	---	1%	1%
Race / Ethnicity	White / Non-Hispanic	69%	68%	66%
	Black / Non-Hispanic	10%	5%	6%
	Hispanic	14%	14%	14%
	Other / Non-Hispanic	7%	4%	6%
	Refused	---	8%	8%
Age	18-39	35%	29%	32%
	40-54	25%	22%	25%
	55-64	18%	17%	18%
	65 and over	22%	28%	21%
	Refused	---	4%	4%
Education	High school or less	36%	20%	33%
	Some college	27%	23%	26%
	College graduate	37%	55%	39%
	Refused	---	2%	2%
Party Registration				
Registered voters	Democrat	37%	42%	35%
	Republican	20%	26%	20%
	Unaffiliated	42%	24%	38%
	Other	2%	3%	2%
	Refused	---	5%	5%
Likely voters	Democrat		42%	36%
	Republican		28%	22%
	Unaffiliated		23%	37%
	Other		3%	2%
	Refused		4%	4%

ABOUT THE WESTERN NEW ENGLAND UNIVERSITY POLLING INSTITUTE

Established in 2005, the Western New England University Polling Institute conducts research on issues of importance to the region. The Institute provides the University's faculty and students with opportunities to participate in public opinion research. The Institute is a charter member of the Transparency Initiative, sponsored by the American Association for Public Opinion Research. The Transparency Initiative supports greater openness in the reporting of survey research methodology. Additional information about the Polling Institute is available from Dr. Tim Vercellotti, director of the Polling Institute, at polling@wne.edu.