



Colonel Bud Day Center for Civic Engagement

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Morningside Poll 2020: Data & Methods

The 2020 Morningside Poll was conducted from January 17 through January 23, 2020. It includes responses from 864 adults (age 18 or older) throughout the state of Iowa with a margin of sampling error of ± 3.3 percentage points (95 percent confidence level). Margins of sampling error for subgroups of respondents are available by request.

Surveys were conducted in English via computer-assisted telephone interviews with live interviewers calling landlines and cell phones (405 landline interviews completed, 459 cell phone interviews completed). The average interview length was ten minutes and fifty-eight seconds.

The sample of Iowa respondents was selected using random digit dialing (RDD) procedures by the polling firm Dynata (formerly Research Now/Survey Sampling International). The samples of landline and cell phone respondents are stratified by Federal Information Processing Standards (FIPS), ZIP code, and telephone number area code so as to reduce sampling error that can occur using simple random samples. Metropolitan statistical areas (MSAs) and non-MSAs, based on U.S. Census definitions, were also used in sample selection. Voter registration status was determined with additional data assistance by Dyanta, which included analysis of active voter registration lists in Iowa. This survey uses weighting procedures to account for the demographic composition of Iowa (according to U.S. Census data) by age, education, gender, and race.

The Morningside Poll is administered by the Colonel Bud Day Center for Civic Engagement at Morningside College. For additional information, contact the Center at civic@morningside.edu.