



Colonel Bud Day Center for Civic Engagement

Email: civic@morningside.edu

Dr. Valerie M. Hennings, Director

Phone: 712-274-5225

Morningside Poll: Data & Methods May 2018

The 2018 Morningside Poll was conducted from May 2 through May 12, 2018. It includes responses from 994 adults (age 18 or older) throughout the state of Iowa with a margin of sampling error of ± 3.1 percentage points. 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 (399 landline interviews completed, 595 cell phone interviews completed). The average interview length was eight minutes and thirty-seven seconds.

The sample of Iowa respondents was selected using random digit dialing (RDD) procedures by the polling firm Research Now/Survey Sampling International (SSI). 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. This survey uses weighting procedures to account for the demographic composition of Iowa (according to Census data) by age, county, education, gender, and race. Landline phone numbers were scheduled for eight call attempts and cell phones were scheduled for six call attempts. In order to complete 1000 surveys, 119,406 dials were attempted.

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.