

University of Texas
Money and Politics Project

U.S. National Survey

October 13-22, 2009

Methodology Overview

The survey instrument for the Money and Politics Project was designed by researchers at the University of Texas at Austin and implemented by YouGov/Polimetrix, a firm with demonstrated success in internet polling.

YouGov/Polimetrix uses a unique sampling procedure known as "matched random sampling." The sampling procedure progresses in two stages. First, a random sample of consumers is drawn, and a series of key demographics is recorded for each person drawn from this sample. In essence, each individual drawn is represented as a cluster of demographic characteristics like including income, education, race, gender, longitude and latitude. Second, YouGov/Polimetrix uses a matching algorithm to find the panelist from their pool of respondents who is the closest match to the person in the random sample of consumers. In this way an entire "matched" random sample is constructed for all people in the original random sample of consumers.

As part of their attempt to ensure the representativeness of their samples, YouGov/Polimetrix has been diligent in recruiting ethnic and racial minorities, people from diverse socioeconomic backgrounds, and people who are not likely to have regular access to the internet.

The surveys for the Money and Politics Project were completed between October 13 and October 22, 2009. 2336 respondents completed the survey. These respondents were then matched down to a sample of 2100 to produce the final set of observations. The respondents were matched based on the following criteria: gender, age, race, education, party identification and political interest. All survey results weight each observation by survey weights derived from marginals from the 2006 American Community Survey. These marginals are shown below.

Age	18-34: 30.21%	Race	White/Other: 76.17%
	35-54: 39.69%		Black: 11.06%
	55+: 30.10%		Hispanic: 12.77%
Gender	Male: 48.27%	Education	HS or less: 46.36%
	Female: 51.73%		Some College: 28.63%
			College Graduate: 16.15%
			Post-graduate: 8.86%