**Geography: Minnesota** 

Data Collected: 11/15/2019 - 11/16/2019

Release Date: 11/18/2019

#### Percentages

Is your opinion of President Dona	ald Trum	p Extre	emely favo	orable? F	avorable	e? Neutra	I? Unfav	orable? E	Extremely	y Unfavoi	rable? Or	, do you	have no	opinion c	of him?		
600 Adults	A 11	Gei	nder		Ag	ge		<50	/ 50+	Pa	rty Affilia	tion			Ideology	,	
Credibility Interval: +/-5.1 pct points	All	Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li
Extremely Favorable	14%	20%	8%	10%	15%	12%	22%	12%	16%	37%	3%	7%	68%	18%	10%	1%	0%
Favorable	17%	19%	14%	18%	11%	15%	24%	15%	19%	36%	2%	18%	23%	32%	15%	2%	3%
Neutral	12%	10%	13%	14%	13%	13%	3%	14%	9%	15%	3%	14%	4%	16%	16%	1%	0%
Jnfavorable	15%	14%	16%	15%	17%	16%	11%	16%	14%	9%	18%	20%	1%	16%	22%	17%	8%
Extremely Unfavorable	38%	32%	44%	38%	36%	40%	39%	37%	40%	2%	73%	39%	4%	17%	35%	78%	85%
No Opinion	5%	5%	4%	5%	8%	4%	1%	6%	2%	1%	1%	3%	0%	1%	1%	0%	4%
Fotal	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	30%	27%	26%	17%	57%	43%	28%	33%	28%	8%	23%	35%	17%	7%

Is your opinion of President Donald Trump... Extremely favorable? Favorable? Neutral? Unfavorable? Extremely Unfavorable? Or, do you have no opinion of him? 1

600 Adults	A 11	E	Educatior	า		Income			Hea	rings		2016	Vote	l	Urbanicity	/
Credibility Interval: +/-5.1 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural
Extremely Favorable	14%	14%	17%	11%	14%	15%	12%	37%	12%	12%	12%	39%	3%	16%	12%	16%
Favorable	17%	15%	18%	16%	12%	18%	19%	12%	18%	18%	17%	38%	2%	13%	16%	20%
Neutral	12%	19%	12%	8%	14%	13%	8%	1%	7%	8%	25%	14%	2%	11%	11%	15%
Unfavorable	15%	18%	14%	14%	18%	14%	15%	6%	13%	21%	16%	6%	17%	14%	17%	13%
Extremely Unfavorable	38%	29%	34%	47%	35%	38%	42%	43%	49%	38%	25%	3%	76%	46%	39%	30%
No Opinion	5%	4%	6%	4%	8%	3%	4%	0%	1%	3%	5%	0%	1%	1%	5%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	21%	39%	41%	31%	40%	29%	11%	31%	33%	19%	33%	34%	20%	55%	25%

SURVEY USA Sponsors: All SurveyUSA clients in Minnesota

Geography: Minnesota Data Collected: 11/15/2019 - 11/16/2019 Release Date: 11/18/2019 Percentages

#### Is your opinion of President Donald Trump... Extremely favorable? Favorable? Neutral? Unfavorable? Extremely Unfavorable? Or, do you have no opinion of him?

600 Adults			Reg	gion	
Credibility Interval: +/-5.1 pct points	All	Twin Cit	S MN	W MN	NE MN
Extremely Favorable	14%	12%	19%	13%	18%
Favorable	17%	16%	16%	11%	26%
Neutral	12%	11%	15%	15%	10%
Unfavorable	15%	14%	9%	28%	13%
Extremely Unfavorable	38%	41%	37%	30%	33%
No Opinion	5%	5%	4%	3%	2%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	61%	12%	13%	13%

2 If the US House of Representatives were to vote on an article of impeachment today, should the US House vote to impeach President Trump? Vote not to impeach President Trump? Or do you not know enough to say?

600 Adults	All	Gei	nder		A	ge		<50 /	/ 50+	Pa	rty Affiliat	ion			Ideology		
Credibility Interval: +/-5.1 pct points	All	Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li
Vote To Impeach	44%	39%	49%	44%	43%	45%	45%	44%	45%	8%	82%	42%	7%	29%	41%	86%	79%
Vote Not To Impeach	37%	45%	30%	35%	34%	35%	48%	35%	40%	80%	9%	36%	91%	58%	37%	6%	7%
Do Not Know	19%	16%	21%	20%	24%	20%	8%	22%	15%	12%	9%	22%	3%	14%	22%	8%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	30%	27%	26%	17%	57%	43%	28%	33%	28%	8%	23%	35%	17%	7%

2 If the US House of Representatives were to vote on an article of impeachment today, should the US House vote to impeach President Trump? Vote not to impeach President Trump? Or do you not know enough to say?

600 Adults	All		Educatior	า		Income			Hea	rings		2016	Vote		Urbanicity	/
Credibility Interval: +/-5.1 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural
Vote To Impeach	44%	46%	36%	50%	45%	44%	43%	52%	58%	46%	26%	8%	86%	49%	47%	33%
Vote Not To Impeach	37%	34%	41%	35%	32%	37%	42%	44%	33%	39%	41%	83%	6%	30%	35%	47%
Do Not Know	19%	19%	23%	15%	24%	18%	15%	4%	9%	15%	33%	9%	8%	21%	18%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	21%	39%	41%	31%	40%	29%	11%	31%	33%	19%	33%	34%	20%	55%	25%



**Geography: Minnesota** 

Data Collected: 11/15/2019 - 11/16/2019

Release Date: 11/18/2019

Percentages

2

If the US House of Representatives were to vote on an article of impeachment today, should the US House vote to impeach President Trump? Vote not to impeach President Trump? Or do you not know enough to say?

A 11		Reg	gion	
All	Twin Cit	S MN	W MN	NE MN
44%	46%	42%	45%	35%
37%	34%	38%	37%	48%
19%	19%	20%	18%	18%
100%	100%	100%	100%	100%
100%	61%	12%	13%	13%
	37% 19% 100%	Twin Cit   44% 46%   37% 34%   19% 19%   100% 100%	All Twin Cit S MN   44% 46% 42%   37% 34% 38%   19% 19% 20%   100% 100% 100%	Twin Cit S MN W MN   44% 46% 42% 45%   37% 34% 38% 37%   19% 19% 20% 18%   100% 100% 100% 100%

Impeachment hearings began in the United States House of Representatives on Wednesday. Which of these best describes you?

I've watched most of the hearings live as they've happened<br>

I watched some of the hearings "live", but mostly I saw highlights afterwards<br>

3 I did not watch any of the hearings "live", but I saw news coverage afterwards<br>

I did not watch the hearings or see any news coverage of the hearings<br>

I was not aware impeachment hearings were taking place<br>

ral Very Li
6 12%
6 41%
6 26%
20%
5 1%
% 100%
6 7%
3% 1% 3%



**Geography: Minnesota** Data Collected: 11/15/2019 - 11/16/2019 Release Date: 11/18/2019 Percentages

SURVEY USA Sponsors: All SurveyUSA clients in Minnesota

Impeachment hearings began in the United States House of Representatives on Wednesday. Which of these best describes you?

I've watched most of the hearings live as they've happened<br>

I watched some of the hearings "live", but mostly I saw highlights afterwards<br> 3 I did not watch any of the hearings "live", but I saw news coverage afterwards<br> I did not watch the hearings or see any news coverage of the hearings<br> I was not aware impeachment hearings were taking place<br>

600 Adults	All	E	Educatior	ı		Income			Hea	rings		2016	Vote	l	Urbanicity	/
Credibility Interval: +/-5.1 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural
Watched Most Live As They Happen	11%	17%	10%	9%	12%	12%	9%	100%	0%	0%	0%	14%	14%	12%	10%	12%
Watched Some "live" / Mostly Saw Hi	31%	21%	29%	37%	25%	34%	32%	0%	100%	0%	0%	30%	42%	30%	31%	29%
Did Not Watch "live" / Saw Coverage	33%	29%	33%	35%	25%	35%	37%	0%	0%	100%	0%	30%	33%	35%	33%	29%
Did Not Watch Or See Any Coverage	19%	23%	19%	17%	25%	15%	19%	0%	0%	0%	100%	24%	9%	20%	18%	22%
Was Not Aware Were Taking Place	7%	10%	10%	2%	13%	5%	3%	0%	0%	0%	0%	2%	2%	3%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	21%	39%	41%	31%	40%	29%	11%	31%	33%	19%	33%	34%	20%	55%	25%

Impeachment hearings began in the United States House of Representatives on Wednesday. Which of these best describes you?

I've watched most of the hearings live as they've happened<br>

I watched some of the hearings "live", but mostly I saw highlights afterwards<br> 3

I did not watch any of the hearings "live", but I saw news coverage afterwards<br>

I did not watch the hearings or see any news coverage of the hearings<br>

I was not aware impeachment hearings were taking place<br>

		-			
600 Adults	All		Reg	gion	
Credibility Interval: +/-5.1 pct points	All	Twin Cit	S MN	W MN	NE MN
Watched Most Live As They Happen	11%	11%	11%	9%	13%
Watched Some "live" / Mostly Saw Hi	31%	33%	28%	24%	30%
Did Not Watch "live" / Saw Coverage	33%	30%	31%	42%	35%
Did Not Watch Or See Any Coverage	19%	19%	21%	21%	19%
Was Not Aware Were Taking Place	7%	7%	9%	4%	4%
Total	100%	100%	100%	100%	100%
Composition of Adults	100%	61%	12%	13%	13%

Geography: Minnesota

Data Collected: 11/15/2019 - 11/16/2019

Release Date: 11/18/2019

Percentages

**SURVEY USA** Sponsors: All SurveyUSA clients in Minnesota

Does the testimony you have seen persuade you that there is more to the story than you first thought? Less to the story? Or does the testimony you have seen so far not persuade you one way or the other?

444 Who Saw Coverage Of The Hea	A II	Gei	nder		Ag	ge		<50	/ 50+	Pa	rty Affiliat	tion			Ideology		
Credibility Interval: +/-5.8 pct points	All	Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li
More To The Story	48%	45%	50%	43%	47%	49%	53%	45%	51%	19%	69%	44%	13%	32%	47%	76%	74%
Less To The Story	12%	17%	7%	11%	12%	12%	13%	11%	13%	18%	6%	17%	27%	14%	13%	5%	9%
Does Not Persuade	32%	30%	35%	36%	33%	29%	32%	35%	30%	55%	20%	30%	54%	47%	31%	14%	15%
Not Sure	8%	7%	8%	9%	8%	10%	2%	9%	7%	8%	5%	9%	6%	6%	9%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Saw Coverage	100%	51%	49%	28%	25%	26%	21%	52%	48%	28%	39%	28%	9%	23%	36%	20%	7%

Does the testimony you have seen persuade you that there is more to the story than you first thought? Less to the story? Or does the testimony you have seen so far not persuade you one way or the other?

444 Who Saw Coverage Of The Hea	All	I	Educatior	า		Income			Hea	rings		2016	Vote		Urbanicity	/
Credibility Interval: +/-5.8 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural
More To The Story	48%	38%	45%	55%	44%	51%	46%	55%	57%	37%	**	19%	73%	49%	48%	47%
Less To The Story	12%	10%	14%	12%	11%	14%	10%	22%	13%	8%	**	26%	4%	16%	11%	12%
Does Not Persuade	32%	41%	34%	27%	35%	29%	34%	19%	25%	44%	**	49%	18%	28%	35%	30%
Not Sure	8%	12%	7%	7%	10%	6%	9%	4%	6%	11%	**	6%	5%	7%	7%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%
Composition of Who Saw Coverage	100%	19%	37%	44%	26%	43%	31%	15%	41%	44%	0%	33%	41%	21%	55%	24%

Does the testimony you have seen persuade you that there is more to the story than you first thought? Less to the story? Or does the testimony you have seen so far not persuade you one way or the other?

444 Who Saw Coverage Of The Hea	A 11		Reg	gion	
Credibility Interval: +/-5.8 pct points	All	Twin Cit	S MN	W MN	NE MN
More To The Story	48%	51%	38%	42%	48%
Less To The Story	12%	10%	16%	10%	20%
Does Not Persuade	32%	32%	40%	40%	23%
Not Sure	8%	8%	6%	8%	9%
Total	100%	100%	100%	100%	100%
Composition of Who Saw Coverage	100%	61%	12%	13%	13%

Geography: Minnesota

Data Collected: 11/15/2019 - 11/16/2019

Release Date: 11/18/2019

Percentages

5

If the US House of Representatives votes today to impeach President Trump, is there enough evidence today for the US Senate to convict President Trump? Not enough evidence today to convict President Trump? Or do not know enough to say?

444 Who Saw Coverage Of The Hea	A II	Gender		Age				<50 / 50+		Party Affiliation			Ideology					
Credibility Interval: +/-5.8 pct points	All	Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	
Enough Evidence To Convict	45%	42%	48%	50%	47%	43%	39%	48%	41%	8%	74%	41%	8%	24%	39%	78%	91%	
Not Enough Evidence To Convict	40%	48%	31%	41%	34%	38%	48%	38%	42%	82%	11%	41%	89%	60%	40%	13%	4%	
Do Not Know	15%	10%	21%	9%	19%	19%	14%	14%	17%	9%	15%	17%	3%	16%	20%	8%	6%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Who Saw Coverage	100%	51%	49%	28%	25%	26%	21%	52%	48%	28%	39%	28%	9%	23%	36%	20%	7%	

5 If the US House of Representatives votes today to impeach President Trump, is there enough evidence today for the US Senate to convict President Trump? Not enough evidence today to convict President Trump? Or do not know enough to say?

444 Who Saw Coverage Of The Hea	A 11	Education			Income			Hearings				2016	Vote	Urbanicity		
Credibility Interval: +/-5.8 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural
Enough Evidence To Convict	45%	40%	41%	50%	44%	45%	46%	46%	55%	35%	**	9%	79%	59%	45%	32%
Not Enough Evidence To Convict	40%	38%	48%	34%	38%	43%	38%	51%	35%	41%	**	86%	6%	30%	41%	47%
Do Not Know	15%	23%	11%	16%	19%	13%	15%	3%	11%	24%	**	6%	15%	11%	14%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%
Composition of Who Saw Coverage	100%	19%	37%	44%	26%	43%	31%	15%	41%	44%	0%	33%	41%	21%	55%	24%

5 If the US House of Representatives votes today to impeach President Trump, is there enough evidence today for the US Senate to convict President Trump? Not enough evidence today to convict President Trump? Or do not know enough to say?

444 Who Saw Coverage Of The Hea	A 11	Region							
Credibility Interval: +/-5.8 pct points	All	Twin Cit	S MN	W MN	NE MN				
Enough Evidence To Convict	45%	50%	38%	40%	33%				
Not Enough Evidence To Convict	40%	37%	52%	36%	47%				
Do Not Know	15%	13%	11%	24%	20%				
Total	100%	100%	100%	100%	100%				
Composition of Who Saw Coverage	100%	61%	12%	13%	13%				

Geography: Minnesota

Data Collected: 11/15/2019 - 11/16/2019 Release Date: 11/18/2019

Percentages

6

In an impeachment trial in the US Senate today, should the Senate convict President Trump? Find President Trump not guilty? Or do you not know enough to say?

444 Who Saw Coverage Of The Hea	A 11	All		Gender Age				ge	<50 / 50+			Party Affiliation			Ideology					
Credibility Interval: +/-5.8 pct points	All	Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li			
Convict President Trump	49%	45%	53%	57%	43%	49%	45%	51%	47%	7%	82%	46%	5%	25%	46%	86%	98%			
Find President Trump Not Guilty	34%	43%	24%	32%	32%	30%	43%	32%	36%	80%	5%	33%	85%	58%	31%	4%	2%			
Do Not Know	17%	12%	22%	11%	24%	21%	11%	17%	17%	13%	13%	21%	10%	18%	23%	9%	0%			
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Composition of Who Saw Coverage	100%	51%	49%	28%	25%	26%	21%	52%	48%	28%	39%	28%	9%	23%	36%	20%	7%			

6 In an impeachment trial in the US Senate today, should the Senate convict President Trump? Find President Trump not guilty? Or do you not know enough to say?

444 Who Saw Coverage Of The Hea	A 11	E	Education			Income			Hearings				2016 Vote		Urbanicity		
Credibility Interval: +/-5.8 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural	
Convict President Trump	49%	40%	45%	56%	51%	50%	47%	56%	59%	38%	**	6%	86%	60%	49%	40%	
Find President Trump Not Guilty	34%	31%	42%	28%	28%	36%	36%	37%	32%	35%	**	81%	3%	19%	36%	43%	
Do Not Know	17%	28%	13%	16%	21%	14%	17%	7%	9%	28%	**	13%	11%	21%	15%	17%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	
Composition of Who Saw Coverage	100%	19%	37%	44%	26%	43%	31%	15%	41%	44%	0%	33%	41%	21%	55%	24%	

6 In an impeachment trial in the US Senate today, should the Senate convict President Trump? Find President Trump not guilty? Or do you not know enough to say?

444 Who Saw Coverage Of The Hea	A 11	Region							
Credibility Interval: +/-5.8 pct points	All	Twin Cit	S MN	W MN	NE MN				
Convict President Trump	49%	54%	48%	36%	40%				
Find President Trump Not Guilty	34%	31%	46%	27%	45%				
Do Not Know	17%	15%	5%	37%	15%				
Total	100%	100%	100%	100%	100%				
Composition of Who Saw Coverage	100%	61%	12%	13%	13%				

Geography: Minnesota

Data Collected: 11/15/2019 - 11/16/2019

Release Date: 11/18/2019

Percentages

7

The next time your member of Congress in the US House of Representatives is up for re-election, will the way he or she votes on impeachment be a major factor in your vote? A minor factor? Or not a factor at all?

444 Who Saw Coverage Of The Hea	A II	All		Age				<50 / 50+		Party Affiliation			Ideology					
Credibility Interval: +/-5.8 pct points	All	Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Very Co	Conser	Modera	Liberal	Very Li	
Major Factor	49%	49%	49%	46%	46%	48%	58%	46%	52%	50%	59%	40%	71%	49%	38%	66%	50%	
Minor Factor	25%	26%	23%	32%	19%	22%	24%	26%	23%	22%	20%	33%	5%	26%	32%	16%	36%	
Not a Factor At All	17%	20%	13%	18%	19%	18%	10%	18%	15%	23%	13%	15%	19%	12%	20%	14%	12%	
Not Sure	10%	5%	15%	5%	15%	12%	7%	10%	10%	6%	8%	12%	6%	13%	10%	5%	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Who Saw Coverage	100%	51%	49%	28%	25%	26%	21%	52%	48%	28%	39%	28%	9%	23%	36%	20%	7%	

The next time your member of Congress in the US House of Representatives is up for re-election, will the way he or she votes on impeachment be a major factor in your vote? A minor factor? Or not a factor at all?

		1			1											1
444 Who Saw Coverage Of The Hea	All	Education			Income			Hearings				2016	Vote	Urbanicity		
Credibility Interval: +/-5.8 pct points	All	High Sc	Some C	4-year	< \$40K	\$40K -	> \$80K	All live	Some li	Covera	Did Not	Trump	Clinton	Urban	Suburb	Rural
Major Factor	49%	40%	50%	52%	40%	55%	48%	68%	54%	38%	**	57%	59%	49%	50%	45%
Minor Factor	25%	19%	25%	27%	24%	22%	29%	18%	26%	26%	**	18%	23%	23%	25%	24%
Not a Factor At All	17%	23%	18%	12%	21%	16%	13%	10%	15%	20%	**	20%	9%	20%	14%	21%
Not Sure	10%	18%	7%	9%	15%	7%	10%	4%	5%	16%	**	5%	9%	8%	11%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%
Composition of Who Saw Coverage	100%	19%	37%	44%	26%	43%	31%	15%	41%	44%	0%	33%	41%	21%	55%	24%

The next time your member of Congress in the US House of Representatives is up for re-election, will the way he or she votes on impeachment be a major factor in your vote? A minor factor? Or not a factor at all?

444 Who Saw Coverage Of The Hea	A 11	Region							
Credibility Interval: +/-5.8 pct points	All	Twin Cit	S MN	W MN	NE MN				
Major Factor	49%	53%	54%	37%	40%				
Minor Factor	25%	22%	29%	22%	34%				
Not a Factor At All	17%	17%	12%	13%	22%				
Not Sure	10%	8%	4%	28%	4%				
Total	100%	100%	100%	100%	100%				
Composition of Who Saw Coverage	100%	61%	12%	13%	13%				

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

Geography: Minnesota Data Collected: 11/15/2019 - 11/16/2019 Release Date: 11/18/2019 Percentages



: KAAL-TV Rochester-Mason City-Austin, KSTP-TV Minneapolis, WDIO-TV Duluth

Statement of Methodology; SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies, and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone; in some cases, 100% online; and in other cases, a blend of the two. For those projects that are conducted "mixed-mode" (or "multi-mode"): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers, and answering machines. Landline telephone sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent's cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent's phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from Aristotle or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. Responses are minimally weighted to U.S. Census or voter file targets for gender, age and race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency, and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting. Survey USA differentiates between respondents who have already voted and those who are likely to vote but have not vet done so. On research completed prior to 12/31/16, SurveyUSA assigned to each question within the instrument a theoretical margin of sampling error. Effective 01/01/17, SurveyUSA assigns to each question within the instrument a credibility interval, which better reflects the sampling uncertainties associated with gathering some percentage of respondent answers using non-probability sample. Though commonly cited in the presentation of research results, "sampling error" is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP). Questions about SurveyUSA research can be addressed to editor@surveyusa.com.