

NATIONAL ELECTION POOL EXIT POLL METHODS STATEMENT (November 8, 2022)

Edison Research conducted this exit poll for the **National Election Pool** (ABC, CBS, CNN, NBC). The National Election Pool (NEP) members (ABC, CBS, CNN, NBC) prepared the questionnaire.

The National Election Day exit poll is conducted at 250 polling places, 87 early in-person voting locations, and using an RBS (Registration Based Sample) multi-mode poll.

The early in-person sample of 87 voting locations is a stratified probability sample of the United States. Within each voting location an interviewer approaches every nth voter as they exit the voting location. A target of approximately 75 voters complete a questionnaire at each early voting location. The exact number of questionnaires depends on voter turnout and their cooperation.

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In addition, absentee and early voters were interviewed using an RBS (Registration Based Sample) multi-mode poll conducted by landline phone, cell phone, SMS text message, and email. Those who did not respond to one mode were then contacted via the other modes. Email and text respondents were invited to complete an online web-based survey. Absentee or early voters are asked the same questions asked of voters at the polling place on Election Day and of early in-person voters at voting locations. Results from the RBS poll are combined with results from voters interviewed at the polling places and at early voting locations. The combination reflects approximately the correct proportion of absentee/early voters and Election Day voters. The RBS interviews are conducted among respondents who said they are definitely voting in the election. The interviews were conducted between October 22 and November 3.

All samples are approximations. A measure of the approximation is called the sampling error. Sampling error is affected by the design of the sample, the characteristic being measured and the number of people who have the characteristic. If a characteristic is found in roughly the same proportion in all precincts, the sampling error will be lower. If the characteristic is concentrated in a few precincts, the sampling error will be larger. Gender would be a good example of a characteristic with a lower sampling error. Characteristics for minority racial groups will have larger sampling errors.

For this exit poll the table below lists typical sampling errors for given size subgroups for a 95% confidence interval. The values in the table should be added and subtracted from the characteristic's percentage in order to construct an interval. Ninety-five percent of the intervals created this way will contain the value that would be obtained if all voters were interviewed using the same procedures. Other non-sampling factors, including nonresponse, are likely to increase the total error.

Margin of Error Due to Sampling (+/-) for 95% Confidence Interval							
Number of Voters in Base of Percentage							
% Voters with Characteristic	100	101-200	201-500	501-950	951-2350	2351-5250	5251+
5% or 95%	6	5	3	2	2	1	1
15% or 85%	11	7	5	4	3	2	1
25% or 75%	13	9	6	5	3	2	2
50%	15	10	7	5	4	3	2

