

ONE News/Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 14 th October 2007
POLL CONDUCTED:	Evenings of 6 th – 11 th October 2007 inclusive
SAMPLE SIZE:	N = 1000, Eligible Voters
SAMPLE SELECTION:	Random nationwide selection using a type of stratified sampling to ensure the sample includes the correct proportion of people in urban and rural areas.
SAMPLE ERROR:	Based on the total sample of 1000 Eligible Voters, the maximum sampling error estimated is plus or minus 3.1%, expressed at the 95% confidence level.
METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing).
WEIGHTING:	The data has been weighted to Department of Statistics Population Estimates to ensure it is representative of the population in terms of age, gender, household size and ethnic origin.
REPORTED FIGURES:	Reported bases are weighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 3.5% which are reported to 1 decimal place. For all other figures percentages have been rounded up or down to whole numbers except those less than 1% which are reported to 1 decimal place.
METHODOLOGY	The party vote question has been asked unprompted as at February 1997.

NOTE: The data does not take into account the effects of non-voting and therefore cannot be used to predict the outcome of an election. Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are therefore only indicative of trends in party support, and it would be misleading to report otherwise. Publication or reproduction of the results of this poll must be acknowledged as the "ONE News Colmar Brunton Poll".