



OPINION
RESEARCH
& STRATEGY

TO Interested Parties

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RE: Nevada Wildlife Migration Survey Methods Statement

DATE February 18, 2020

The analysis in this report is based on telephone interviews conducted Jan. 29-Feb. 6, 2020, among a sample of 608 registered voters in Nevada, and an additional 100 self-identified hunters and anglers in the state. 162 were interviewed on a landline telephone and 546 were interviewed on cell phone. The survey was conducted by interviewers at Quantel Research. Interviews were conducted in English and Spanish.

Voter samples were provided by TargetSmart. At least seven attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Interviewing was also spread as evenly as possible across the field period. An effort was made to recontact most interview breakoffs and refusals to attempt to convert them to completed interviews. Quotas were provided to Quantel Research for the main sample and oversample by gender, age, party, county and ethnicity.

The response rate for this study was 3.8% as computed using the American Association for Public Opinion Research's Response Rate 3. The response rate is the percentage of known or assumed residential households for which a completed interview was obtained. Survey participation tends to vary for different subgroups of the population, and these subgroups are likely to also vary on questions of substantive interest. To compensate for these known biases, the sample data are weighted for analysis.

The sample was weighted using registered voter counts from TargetSmart for Nevada voters for the main sample. The population parameters used for weighting the main sample were gender, age, party, county and ethnicity. The distribution of hunters and anglers in this weighted main sample was noted; oversample interviews were then combined with the main sample, and the combined samples were weighted to the same demographic parameters, with hunters and anglers weighted to the proportions observed in the weighted main sample.

The parameters for the demographic variables are from TargetSmart's registered voter counts for all Nevada registered voters. These population parameters are compared with the sample characteristics to construct the weights. Sampling errors and statistical tests of significance take into account the design effect due to weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups examined in the survey:

Group	Sample Size	Margin of Error
Nevada voters	608	+/-4.0%
Hunters and anglers	192	+/-7.1%

For additional information about the study, please contact Dave Metz at dave@fm3research.com or Miranda Everitt at miranda@fm3research.com.