



To: Whom It May Concern  
Fr: Pulse Opinion Research  
RE: Data for Survey of Cortland County, NY  
Date: December 21, 2011

On December 17-18, 2011 Pulse Opinion Research conducted a telephone survey of 500 adults in Cortland County, NY.

The margin of sampling error for the full sample is +/- 4.5% percentage points with a 95% level of confidence. This means that an identical survey conducted under the same circumstances would generate a result within the margin of sampling error 19 times out of 20.

There are other potential sources of error in any survey including question wording. Pulse Opinion Research did not develop the questions for this survey.

The survey was conducted using an established automated polling methodology. Calls were placed to randomly-selected phone numbers through a process that insures appropriate geographic representation. After the calls are completed, the raw data is processed through a weighting program to insure that the sample reflects the overall population in terms of age, race, gender, political party, and other factors. The processing step is required because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older people are home more and answer more than younger people, and rural residents typically answer the phone more frequently than urban residents.

The population targets were based upon census bureau data, a series of screening questions to determine subject knowledge, likely voters, and other factors. Pulse Opinion Research determines its partisan weighting targets through a dynamic weighting system that takes into account voting history, national trends, and recent polling.

When disclosing survey results customer is free to release the survey under their own name. When releasing the survey under Pulse Opinion Research the following language must be used:

“The telephone survey of 500 adults in Cortland County, NY was conducted by Pulse Opinion Research on December 17-18, 2011. Pulse Opinion Research, LLC is an independent public opinion research firm using automated polling methodology and procedures licensed from Rasmussen Reports, LLC.”

Pulse Opinion Research does not comment on any survey work commissioned by clients. All media inquiries concerning the survey should be directed to Gas Drilling Awareness for Cortland County (GDACC) at [gdacc.cortland@gmail.com](mailto:gdacc.cortland@gmail.com).

For additional information, see [www.PulseOpinionResearch.com](http://www.PulseOpinionResearch.com)