Methodology

The survey findings presented in this release are based on the results of interviews conducted March 6 - 26, 2023. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall. The survey sample was designed to be representative of the adult, non-institutionalized population of Delaware. The address-based sample for the survey was provided by Marketing Systems Group. Survey results were weighted (age, county of residence, education, and race) using an iterative weighting algorithm to reflect the known distribution of these characteristics in Delaware's adult population. The population estimates were derived from 2021 5-year estimates from the Census Bureau's American Community Survey (see Table 1). All sampled households were notified by mail about the survey. Interviews were completed over the phone and online depending on each respondent's preference.

The sample error for this survey is +/- 5.8 percentage points when the design effects from weighting are considered. In addition to sampling error, this poll is also subject to other sources of non- sampling error. Generally speaking, two sources of error concern researchers most. Non- response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

Table 1. Population Estimates and Unweighted and Weighted Survey Estimates for Selected Variables, Delaware Solutions Journalism Survey

Group	Parameter	Unweighted Estimate	Weighted Estimate
Gender			
Male	48.0	54.3	48.2
Female	52.0	45.7	51.6
Age Group			
18 - 34	27.3	7.0	17.7
35 - 54	30.7	27.2	34.5
55 and older	42.1	65.7	47.8
Education			
college graduate	35.6	64.6	40.9
less than a college degree	64.4	35.4	59.1
Race / Ethnicity			
White	64.5	76.3	65.5
Other	35.5	23.7	34.5
County of Residence			
Kent	17.9	13.7	17.8
New Castle	57.5	56.4	56.9
Sussex	24.6	29.9	25.4
Selected Survey Responses			
Delaware right direction		48.8	48.8
Votes on economic issues		64.2	66.1
Correctly counted 2020 vote		75.1	70.9
frequently talks politics		34.2	28.6
better off than last year		18.8	21.8
Supports legal marijuana		56.1	59.5