Sample Design

The sample error for a simple random sample (n=65) is + or - 12.5% at the 95% level of confidence. This means that 95 out of 100 simple random samples will have their sample estimate within + or - 12.5 of the population value. Thus, it should be clear from both the statistical confidence and the character of the sample itself that the value of a study of this kind is not in making precise estimates concerning shades of difference between two selected subgroups, such as the group comprised of those supporting free trade and the group comprised of those opposing it. Instead, this study may be more valuable in highlighting issues that are of greater perceived importance to those interviewed and to identify areas of apparent disagreement versus areas of apparent consensus.

Data Processing

The interviews were conducted, validated and edited in MOR's telephone facilities in Detroit, Michigan. The completed interviews were coded and keyed and data run in the home office of Market Opinion Research, Detroit, Michigan.