



CRITICAL ISSUES POLL

With Nielsen Scarborough

American Public Attitudes toward North Korea's Nuclear and Missile Programs

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Survey Methodology

The survey was carried out November 1-6, 2017 online from a nationally representative sample of Nielsen Scarborough's probability-based panel, originally recruited by mail and telephone using a random sample of adults provided by Survey Sampling International. The national sample was 2,000, including a down-weighted oversample of 1,042 among 18-34 year olds. Responses were weighted by age, gender, income, education, race, and geographic region using benchmarks from the US Census. The survey was also weighted by partisan identification. The margin of error is 2.19%

For more information on Nielsen Scarborough's panel polling, please visit:

https://criticalissues.umd.edu/sites/criticalissues.umd.edu/files/nielsen_scarborough_methodology.pdf

Valuable assistance was provided by Neil Schwartz, Scott Willoth, and Shalayne Cooke from Nielsen Scarborough. Brittany Kyser, Jared McDonald, and Sean Rao were particularly helpful.

Note: Percentages may not always add to one-hundred due to rounding.

*The November 2017 data is from a larger University of Maryland Critical Issues Poll with Shibley Telhami and Stella Rouse as principal investigators that will be analyzed and released in the coming weeks.