

## ***Contemporary Catholic Trends (CCT) Survey Methodology***<sup>1</sup>

*Contemporary Catholic Trends* is a national telephone survey of adult (18 and over) U.S. Catholics conducted three-times annually by Le Moyne College and Zogby International. The target sample is 1500 interviews with approximately eighty questions asked in each survey. Samples are randomly drawn from a Zogby International database of residential phone numbers of American Catholics who previously have responded to national and regional polls conducted by Zogby in which they self-identified as Roman Catholics. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. As many as four calls are made to reach a sampled phone number. Response rates are calculated using one of AAPOR's approved methodologies<sup>2</sup> and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.<sup>3</sup> Weighting by *region, age, race/ethnicity, and gender* is used to adjust for non-response. Cross-validation analyses indicate that CCT response patterns are highly consistent with other recent, major national surveys of American Catholics including the 2002 General Social Survey Catholic sub-sample.<sup>4</sup> Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

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<sup>1</sup> Approved by the Le Moyne College and Zogby International research staffs on October 22, 2003.

<sup>2</sup> See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

<sup>3</sup> *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

<sup>4</sup> *Contemporary Catholic Trends (CCT) and other National Studies of American Catholics: A Cross-Validation Analysis*, Robert F. Kelly, William C. Rinaman, and William R. Barnett Co-Principal Investigators, CCT, Departments of Sociology, Mathematics, and Religious Studies (respectively) Le Moyne College, Syracuse, NY. Copies available from the authors upon request.