

## MPG METHODOLOGY

The MPG methodology uses an automated system that collects data over landlines and cell phones. Text messaging, internet responses and live callers are used as well. The random sample of registered voters is selected from MPG's private data base as well as purchased from vendors such as Aristotle. The results reflect a representative sample of Massachusetts voters. Results are generally weighted for age, gender, region and race to align them with their actual proportions in the population.