CENTER FOR PUBLIC OPINION

UMass Lowell / YouGov
Survey of New Hampshire Likely Republican Primary Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	Dec. 7-18, 2023
Release Date:	Dec. 21, 2023
Target Population:	Likely Voters in New Hampshire Republican Presidential Primary
Sample Size:	450 New Hampshire Republican Presidential Primary Likely Voters
Margin of Error:	+/-5.4 percentage points (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels and postcards and mailed letters with provided web links
Sampling Method:	YouGov interviewed 498 respondents who were then matched down to a sample of 450 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is based on validated Republican primary voter sample of the 2022 CES.
Weighting:	The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, presvote20 and own home. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.
Likely Voter Model:	Then, likely voter profiles were given slightly more weight than their unlikely voter counterparts, based on behavioral questions.

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Transparency:	The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and we are committed to methodological transparency in the reporting of our results. If you have any questions, please email joshua_dyck@uml.edu.
Data Quality checks:	Web panelists were excluded if they failed one of three attention checks. Mail panelists were excluded if they failed all three attention checks. Mail respondents were given individualized one-time code to minimize ballot stuffing and web brigading of the poll.
Limitations	All survey research includes some unmeasured error despite the best efforts of accurate analysis and data collection. While we strive for reliable inference and accuracy, no poll is perfect.