



UMass Lowell
Survey of New Hampshire Democratic Primary Likely Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	January 28-31, 2020
Release Date:	February 3, 2020
Target Population:	Likely Democratic Primary Voters in New Hampshire
Sample Size:	400 New Hampshire Democratic Primary Likely Voters
Margin of Error:	+/-6.4%
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	<p>Respondents were selected from YouGov and three other online panels. These are opt-in panels which are open for anyone to join after a double-opt-in process. YouGov removed duplicate NH respondents across panels by scraping macrodata geolocation, IP address, cookies, zip code and demographics.</p> <p>YouGov interviewed 453 eligible respondents, 409 were then matched down to a sample of 400 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education based on known characteristics of Democratic Party primary voters from the New Hampshire voter file and the 2018 Cooperative Congressional Election Study.</p>
Weighting:	<p>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, and years of education. The propensity scores</p>



were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on past primary election behavior, and age x gender stratification of Democratic Primary voters from the New Hampshire voter file to produce the final weight.

Likely Voter Criterion:

Voters are included in the frame after passing a behavioral screen based on vote intention. Variables measuring past primary behavior, strength of vote intention, and reported attention to the campaign are then used to weight the data with those reporting greater attention, more frequent past behavior, and a greater certainty of voting receiving greater weight in the final model disposition.