



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:	Jan. 6 – 16, 2024
Release Date:	Jan. 18, 2024
Target Population:	Likely Voters in New Hampshire Republican Presidential Primary
Sample Size:	600 New Hampshire Republican Presidential Primary Likely Voters
Margin of Error:	+/-4.65% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels and postcards as well as mailed letters with provided web links
Sampling Method:	YouGov interviewed 635 respondents who were then matched down to a sample of 600 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame of Republican primary voters is based upon the pooled 2020 and 2022 CES and the voter file.
Weighting:	The matched cases were weighted to give likely voter profiles slightly more weight than their unlikely voter counterparts. The sample was then weighted to the demographic frame of Republican primary voters using IPF (Iterative Proportional Fitting), commonly known as raking. The sample was raked on gender by age (4-category), 2-category race, 4-category education, and 2-category party ID (Republican + leaners, and Independents) The weights were trimmed at 4 and then re-centered to have a mean of 1, to produce the final weight.



CENTER FOR  
PUBLIC OPINION

- Likely Voter Model: Then, likely voter profiles were given slightly more weight than their unlikely voter counterparts, based on behavioral questions.
- 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](mailto: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.