



UMass Lowell
Survey of New Hampshire Likely Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	Oct. 14 – 25, 2022
Release Date:	Nov. 3, 2022
Target Population:	Likely voters in New Hampshire fall 2022 general election
Sample Size:	600 New Hampshire Likely Voters
Margin of Error:	+/-5.1% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 697 registered voters 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 is a politically representative "modeled frame" of NH adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.
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 ownhome. The propensity scores were grouped into deciles of the estimated



Likely Voter Model:

propensity score in the frame and post-stratified according to these deciles.

Then, likely voter profiles were given slightly more weight than their unlikely voter counterparts. The weights were then post-stratified on a two-way stratification of gender and age (4-categories), using benchmarks obtained from the voterfile for 2018 midterm voters. The weights were then post-stratified on the proportions of votes from the 2022 primary election for each party. Finally, a four-way stratification of gender, age (4-categories), race (2-categories), and education (4-categories), was performed to produce the final likely voter weight.

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.